

# COURSE DETAIL

## STRATEGIC MANAGEMENT

**Country**

Korea, South

**Host Institution**

Yonsei University

**Program(s)**

Yonsei University Summer

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

132

**UCEAP Course Suffix**

S

**UCEAP Official Title**

STRATEGIC MANAGEMENT

**UCEAP Transcript Title**

STRATEGIC MANAGEMNT

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**



3.00

### **Course Description**

This course takes a holistic approach in defining the critical issues facing a firm by thinking critically, strategically and creatively. In doing so, students assume the role of a CEO through individual and team assignments, and learn to identify and critically analyze complex managerial challenges and opportunities and solve business problems in novel ways. The overarching theme of strategy literature is: Why are some firms more successful than others? In doing so, this course considers the following three fundamental questions: (1) Where do firms compete?; (2) What unique values do they bring to the markets?, and (3) What determines sustainable profitability? This course discusses these questions in the context of organization, its strategy, and its external environment.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

IEE3293

### **Host Institution Course Title**

STRATEGIC MANAGEMENT

### **Host Institution Course Details**

[https://summer.yonsei.ac.kr/\\_res/summer/etc/5.IEE3293-01\\_STRATEGIC\\_MANAGEMENT\\_6...](https://summer.yonsei.ac.kr/_res/summer/etc/5.IEE3293-01_STRATEGIC_MANAGEMENT_6...)

### **Host Institution Campus**

Yonsei International Summer School

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Business & Economics



**Course Last Reviewed**

2024-2025

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