

COURSE DETAIL

CORPORATE STRATEGY

Country

United Kingdom - England

Host Institution

University of London, Queen Mary

Program(s)

University of London, Queen Mary

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics

UCEAP Course Number

122

UCEAP Course Suffix**UCEAP Official Title**

CORPORATE STRATEGY

UCEAP Transcript Title

CORPORATE STRATEGY

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course provides an overview of corporate strategy in a global context and familiarizes students with the core concepts of external environmental analysis; models of internal and external analysis, analysis, and management of resources; analysis of corporate strengths and weaknesses; knowledge management; development of strategic choice; and elements influencing implementation of strategy.

Language(s) of Instruction

English

Host Institution Course Number

ECN302

Host Institution Course Title

CORPORATE STRATEGY

Host Institution Course Details

<https://qplus.qmul.ac.uk/enrol/index.php?id=1173>

Host Institution Campus

Queen Mary, University of London

Host Institution Faculty**Host Institution Degree****Host Institution Department**

School of Economics and Finance

Course Last Reviewed

2018-2019

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