# **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 Campus**

Queen Mary, University of London

# **Host Institution Faculty**

# **Host Institution Degree**

# **Host Institution Department**

School of Economics and Finance

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