COURSE DETAIL

STRATEGY AND MANAGEMENT
Country Netherlands
Host Institution Utrecht University
Program(s) Utrecht University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 108
UCEAP Course Suffix
UCEAP Official Title STRATEGY AND MANAGEMENT
UCEAP Transcript Title STRATEGY&MANAGEMENT
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

Strategic management studies why some firms are more successful than others. As such, this course integrates knowledge and skills gained from prior studies on marketing, management, finance, and accounting. This course focuses on the key theoretical ideas and concepts of strategic management and how to apply them in practice and on business-level, corporate-level, and global-level strategy by analyzing strategic options available to multi-divisional, multi-national firms. In drawing on these tools, students adopt a general management point of view by analyzing strategies in light of the total enterprise. Moreover, because of the limitations of applying static analysis in the real world, the course underlines the dynamic nature of effective strategy formulation and implementation. This shifts the emphasis from generic strategies of cost leadership and differentiation based on industry analysis (i.e., Porterian approaches) to strategies that managers should develop for resource and knowledge building, entrepreneurship, leadership, innovation, and learning. A key focus in the course is on firm-specific unique resources and competencies and their deployment for improving company performance. The purpose is not to inflict new theories but to enable students to apply their accumulated knowledge to address real-world business problems. This discussion-based course draws heavily on case analyses, simulation, and experiential exercises to develop a deeper understanding of strategic management.

Language(s) of Instruction
English

Host Institution Course Number
ECB3SM

Host Institution Course Title
STRATEGY AND MANAGEMENT

Host Institution Course Details
https://osiris.uu.nl/osiris_student_uuprd/OnderwijsCatalogusZoekCursus.do

Host Institution Campus

Utrecht University
Host Institution Faculty Faculty of Law, Economics and Governance
Host Institution Degree Economics and Business Economics
Host Institution Department
Course Last Reviewed 2022-2023

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