

COURSE DETAIL

COMPETITIVE STRATEGY

Country

United Kingdom - England

Host Institution

University College London

Program(s)

University College London

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

148

UCEAP Course Suffix**UCEAP Official Title**

COMPETITIVE STRATEGY

UCEAP Transcript Title

COMPETITIVE STRATEGY

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course focuses on two main aspects: the study of external and internal environment and foundational concepts and tools to inform and support the formulation and implementation of strategic decisions. The course exposes students to fundamental and advanced issues in competitive business environments and enables them to analyze opportunities and challenges from the point of view of business analysts and practicing general managers. The students learn about theory-based models and how to apply them for the analysis of real business scenarios; how to choose among established strategies in different scenarios; and how to critically evaluate key trends in the strategic management field. The course covers topics such as industry analysis, resources and capabilities, business model innovation, and scenario planning.

Language(s) of Instruction

English

Host Institution Course Number

MSIN0049

Host Institution Course Title

COMPETITIVE STRATEGY

Host Institution Course Details

<https://www.mgmt.ucl.ac.uk/module/msin0049-business-competitive-environment>

Host Institution Campus

Host Institution Faculty

School of Management

Host Institution Degree

Host Institution Department

Course Last Reviewed

2024-2025

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