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 COMPETITVE 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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