

COURSE DETAIL

STRATEGIC MANAGEMENT

Country

Korea, South

Host Institution

Seoul National University

Program(s)

Seoul National University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

145

UCEAP Course Suffix**UCEAP Official Title**

STRATEGIC MANAGEMENT

UCEAP Transcript Title

STRATEGIC MANAGEMNT

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course provides the fundamental concepts and frameworks of strategy formulation and implementation to create sustainable competitive advantages. Students gain strategic insights by applying techniques taught in the classes to case analyses. By the end of the course, students are expected to know how to recognize the important factors in the external environment and understand the managerial process of establishing feasible and concrete strategies based on the resources and capabilities of firms.

Language(s) of Instruction

English

Host Institution Course Number

251.424

Host Institution Course Title

STRATEGIC MANAGEMENT

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

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