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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2021-2022

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