

COURSE DETAIL

STRATEGY

Country

United Kingdom - England

Host Institution

University of Manchester

Program(s)

University of Manchester

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

146

UCEAP Course Suffix**UCEAP Official Title**

STRATEGY

UCEAP Transcript Title

STRATEGY

UCEAP Quarter Units

4.00

UCEAP Semester Units

2.70

Course Description

This course examines what business strategy is and provides an overview of the dominant schools of thought concerning the theory and practice of strategic management. This course also explores key concepts and ideas in business strategy, economic approaches to strategy, as well as social, political, technological, and behavioral approaches. The course focuses on the nature of strategy and how it is enacted in practice, evaluating how different theories and approaches emphasize different courses of action for firms. The course emphasises the importance of understanding strategy process (i.e. how individuals, groups, and firms formulate and implement strategy) as well as strategy content (i.e. choices among options). Students analyze case examples taken from contemporary business organizations to illustrate the complexities of strategic problem solving, from Tesco to Nokia, and Google.

Language(s) of Instruction

English

Host Institution Course Number

BMAN30022

Host Institution Course Title

STRATEGY

Host Institution Campus

University of Manchester

Host Institution Faculty

Host Institution Degree

Host Institution Department

Alliance Manchester Business School

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