

# 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 Course Details**

<http://www.maths.manchester.ac.uk/study/undergraduate/information-for-current-s...>

## **Host Institution Campus**

University of Manchester

## **Host Institution Faculty**

## **Host Institution Degree**

## **Host Institution Department**

Alliance Manchester Business School

**Course Last Reviewed**

2018-2019

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