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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