COURSE DETAIL

STRATEGIC MANAGEMENT
Country United Kingdom - England
Host Institution University of London, Royal Holloway
Program(s) University of London, Royal Holloway
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 121
UCEAP Course Suffix
UCEAP Official Title STRATEGIC MANAGEMENT
UCEAP Transcript Title STRATEGIC MANAGMENT
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
This course explores the principal theories and modules of strategic management and how to set them in the context of key developments in which contemporary business operates. Topics include concepts of strategic management, analysis of a firm's external environment, internal core competences of a firm, corporate strategy, and international strategy.

Language(s) of Instruction
English

Host Institution Course Number
MN2205

Host Institution Course Title
STRATEGIC MANAGEMENT

Host Institution Course Details
https://www.royalholloway.ac.uk/media/4765/study-abroad-course-options-manageme...

Host Institution Campus
University of London Royal Holloway

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed
2019-2020

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