

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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