

# 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 Campus**

University of London Royal Holloway

## **Host Institution Faculty**

## **Host Institution Degree**

## **Host Institution Department**

Management

[Print](#)