

COURSE DETAIL

STRATEGIC DESIGN AND MANAGEMENT

Country

Spain

Host Institution

Carlos III University of Madrid

Program(s)

Carlos III University of Madrid

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

146

UCEAP Course Suffix**UCEAP Official Title**

STRATEGIC DESIGN AND MANAGEMENT

UCEAP Transcript Title

STRTGIC DESIGN&MGMT

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course covers the main theoretical and empirical developments in strategic management. Topics include: external and industry analysis; internal analysis-- resources and capabilities; competitive strategies; strategies and the industry life cycle; corporate strategies; international strategies; mergers and acquisitions; strategic alliances; corporate governance and corporate social responsibility.

Language(s) of Instruction

English

Host Institution Course Number

19504

Host Institution Course Title

DISEÑO Y GESTIÓN ESTRATÉGICA

Host Institution Campus

Getafe

Host Institution Faculty

Escuela Internacional Carlos III

Host Institution Degree

Programas Escuela Internacional UC3M

Host Institution Department

Cursos de estudios hispánicos

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