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 Course Details
https://aplicaciones.uc3m.es/cpa/generaFicha?est=84&anio=2022&plan=285&asig=195...

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

Course Last Reviewed
2022-2023

Print