COURSE DETAIL

STRATEGIC MANAGEMENT
Country Korea, South
Host Institution Yonsei University
Program(s) Yonsei University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 153
UCEAP Course Suffix
UCEAP Official Title STRATEGIC MANAGEMENT
UCEAP Transcript Title STRATEGIC MANAGEMNT
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course is about understanding why some firms outperform others especially in light of the global environment. We examine how to formulate and implement effective organizational strategies that incorporate analytical, behavioral and creative aspects of business simultaneously. Recognizing that most real business problems are inherently multi-functional in nature, we strive to integrate learning from your prior studies of functional areas, while adding new approaches that explicitly deal with business-wide strategic and competitive issues. Our viewpoint will be that of the general manager who has responsibility for the long-term health of the entire organization. Course Objectives are 1) Understand the nature of strategic competitiveness and competitive advantage. Develop the ability to analyze the competitive environment facing a firm, assess the attractiveness of the industry and isolate potential sources of competitive advantage and disadvantage; 2) Integrate knowledge and apply analytical techniques from various disciplines or functional areas. Including accounting, economics, finance, marketing, operations, organization theory, and organizational behavior. Our goal is to identify and analyze strategic issues and develop solutions in the form of action plans designed to build and sustain competitive advantage; 3) Discriminate among the types of data that general managers need to evaluate alternative scenarios. Develop logical, coherent and persuasive analyses for a desired course of action. Develop effective processes to implement plans within the constraints imposed by the complex behavior of individuals within organizations. Effectively communicate ideas in both oral and written form; and 4) Develop the ability to view the corporation as a whole while integrating individual business unit goals and objectives.

Language(s) of Instruction
English

Host Institution Course Number
BIZ3147

Host Institution Course Title

STRATEGIC MANAGEMENT

Host Institution Course Details
http://ysweb.yonsei.ac.kr:8888/curri120601/curri_pop2.jsp?&hakno=BIZ3147&bb=03&...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2021-2022

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