COURSE DETAIL

STRATEGY
Country United Kingdom - England
Host Institution London School of Economics
Program(s) London School of Economics
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 144
UCEAP Course Suffix Y
UCEAP Official Title STRATEGY
UCEAP Transcript Title STRATEGY
UCEAP Quarter Units 12.00
UCEAP Semester Units

8.00

Course Description
The purpose of MG-301 Strategy is to develop an understanding of strategy formulation in firms and its main challenges. The course uses basic economic principles and game theoretic tools to address strategic issues that arise in a firm’s relationships with customers, suppliers, competitors, employees, other organizations, and stakeholders in general. More specifically, the course is structured in two parts, where initially we will introduce tools that aid in identifying the external opportunities available to a firm, and later we identify and study how firms organize to seize these opportunities. In the first part, we study a firm’s external environment through the formulation of economic models of competition between firms, we discuss management tools to carry out industry profitability qualitative analysis, and we critically evaluate the literature on the main sources of a sustainable competitive advantage. In the second part, we study a firm’s internal environment by developing economic models that illustrate the trade-offs that firms face to motivate and coordinate their members’ actions, as well as discussing the main factors that explain firm scope.

Language(s) of Instruction
English

Host Institution Course Number
MG301

Host Institution Course Title
STRATEGY

Host Institution Course Details

Host Institution Campus
LSE

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed

Print