

# 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 Campus**

LSE

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Management

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