

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

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