

COURSE DETAIL

STRATEGIC MANAGEMENT

Country

Denmark

Host Institution

University of Copenhagen

Program(s)

University of Copenhagen

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics Business Administration

UCEAP Course Number

109

UCEAP Course Suffix**UCEAP Official Title**

STRATEGIC MANAGEMENT

UCEAP Transcript Title

STRATEGIC MANAGEMNT

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course provides students with an analytical qualitative foundation for developing a business strategy for an organization based on tools within the area of strategic management, and draws on different theories of economic value creation. The course begins by covering central terms, concepts, and definitions in the area of strategy such as the mission, vision, and strategy of an organization, and then looks into different ways in which a strategy can be developed. In connection to this, behavioralism is discussed along with the idea of bounded rationality. This is followed by a discussion on how the environment of a company can be mapped and analyzed and how Porters Five Forces framework builds on the neoclassical theory and the structure of conduct performance paradigm. The course determines competitive advantages and how economic value is created through the internal resources, activities, and competencies of the firm. Furthermore, tools for mapping and analyzing the political and cultural context of the company are presented in connection to principal/agent theory and behavioralistic theory. After this, corporate strategies, business/competitive strategies, international strategies, growth strategies, and strategies on innovation are discussed. The different roles for the patterning company and the size of the corporation are covered drawing on transaction cost theory. When looking at the competitive strategies of the company, the course discusses the importance of long-term commitment and game theory. Furthermore, it is concerned with entrepreneurship, innovation, and internationalization. Finally, it looks at how to evaluate different strategies concerning their suitability, acceptability, and feasibility. The last section of the course looks at how companies can implement their strategies through organizational and management design and manage strategic change. Again, the course returns to the ideas of bounded rationality and the management of stakeholders introduced within behavioral theory.

Language(s) of Instruction

English

Host Institution Course Number

AØKA08101U

Host Institution Course Title

STRATEGIC MANAGEMENT

Host Institution Campus**Host Institution Faculty**

Social Sciences

Host Institution Degree

Bachelor

Host Institution Department

Economics

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