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 Course Details
https://kurser.ku.dk/course/a%c3%98ka08101u/2023-2024

Host Institution Campus

Host Institution Faculty
Social Sciences

Host Institution Degree
Bachelor

Host Institution Department
Economics

Course Last Reviewed
2023-2024

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