COURSE DETAIL

STRATEGY AND SUCCESS
Country Korea, South
Host Institution Yonsei University
Program(s) Yonsei University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 111
UCEAP Course Suffix
UCEAP Official Title STRATEGY AND SUCCESS
UCEAP Transcript Title STRATEGY & SUCCESS
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course focuses on the challenging task of organic growth and is intended to train future CEOs in specific skills to navigate and grow their enterprises into the future. Growth is the only thing that all types of firms -- start-ups, small, medium, large, family-businesses, non-profits -- have in common, but how they go about achieving growth could be very different. There are only two ways to grow an enterprise: M&A and Organic. Given a lot of resources and money, anyone can go buy another company. However, with organic growth—to create something from nothing and scale it—is much more difficult.

Language(s) of Instruction
English

Host Institution Course Number
BIZ3202

Host Institution Course Title
STRATEGY AND SUCCESS

Host Institution Course Details
http://ysweb.yonsei.ac.kr:8888/curri120601/curri_pop2.jsp?&hakno=BIZ3202&bb=01&...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2021-2022

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