

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

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