

# COURSE DETAIL

## STRATEGIC MANAGEMENT

**Country**

China

**Host Institution**

Fudan University

**Program(s)**

Fudan University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

183

**UCEAP Course Suffix****UCEAP Official Title**

STRATEGIC MANAGEMENT

**UCEAP Transcript Title**

STRATEGIC MGMT

**UCEAP Quarter Units**

3.00

**UCEAP Semester Units**

2.00

## Course Description

Strategic management forms an integral part of everyday business life. The course focuses on concepts, theories, and frameworks that help us to identify, analyze, and make strategic decisions at the firm and the corporate level. This course offers a mixture of lectures and case discussion based on team presentations and individual participations. The lectures are designed to introduce the key theoretical concepts, frameworks, and empirical findings of strategic management. Topics include competitive advantage, external environment analysis, internal resources and activity analysis, business-level strategy, corporate-level strategy

## Language(s) of Instruction

English

## Host Institution Course Number

MANA130283

## Host Institution Course Title

STRATEGIC MANAGEMENT

## Host Institution Course Details

## Host Institution Campus

## Host Institution Faculty

Zheyang Wu

## Host Institution Degree

## Host Institution Department

## Course Last Reviewed

2021-2022

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