

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 Campus

Host Institution Faculty

Zheyong Wu

Host Institution Degree

Host Institution Department

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