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,BA20012

Host Institution Course Title
STRATEGIC MANAGEMENT

Host Institution Course Details

Host Institution Campus

Host Institution Faculty
Zheying Wu

Host Institution Degree

Host Institution Department

Course Last Reviewed
2025-2026

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