COURSE DETAIL

STRATEGIC MANAGEMENT
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 142
UCEAP Course Suffix
UCEAP Official Title STRATEGIC MANAGEMENT
UCEAP Transcript Title STRATEGIC MANAGEMNT
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

Strategic Management deals with the organization, management, and strategic positioning of the firm so as to gain long-term competitive advantage. This course examines how firms gain and sustain competitive advantage; analyzes strategic business situations and strategy formation; and how to implement strategy and organize the firm for strategic success.

Language(s) of Instruction
English

Host Institution Course Number
IEE3293

Host Institution Course Title
STRATEGIC MANAGEMENT

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2022-2023

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