

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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