COURSE DETAIL

INTRODUCTION TO STRATEGIC MANAGEMENT

Country
United Kingdom - England

Host Institution
University of Cambridge, Pembroke College

Program(s)
Summer in Cambridge

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
112

UCEAP Course Suffix
S

UCEAP Official Title
INTRODUCTION TO STRATEGIC MANAGEMENT

UCEAP Transcript Title
INTR STRATEGIC MGMT

UCEAP Quarter Units
5.00

UCEAP Semester Units

3.30

Course Description
This course explores the varied field of strategic management with particular focus on how strategic analysis, strategy formulation, and strategy implementation contribute to organizational performance and success. The course explores topics such as the assessment and evaluation of a firm's internal and external environment, competitive positioning, creating and maintaining competitive advantage, strategy formulation, and strategy implementation. Students assess the work of a "contemporary strategist" by looking at relevant ideas and frameworks that facilitate strategy design and formulation. Students use case studies throughout the course.

Language(s) of Instruction
English

Host Institution Course Number

Host Institution Course Title
INTRODUCTION TO STRATEGIC MANAGEMENT

Host Institution Course Details

Host Institution Campus
University of Cambridge

Host Institution Faculty

Host Institution Degree

Host Institution Department
Economics, Business, Finance and Management

Course Last Reviewed

Print