

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

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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 Campus

University of Cambridge

Host Institution Faculty

Host Institution Degree

Host Institution Department

Economics, Business, Finance and Management

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