

COURSE DETAIL

CORPORATE AND ORGANIZATIONAL STRATEGY

Country

United Kingdom - England

Host Institution

London School of Economics

Program(s)

Summer at London School of Economics

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

120

UCEAP Course Suffix

S

UCEAP Official Title

CORPORATE AND ORGANIZATIONAL STRATEGY

UCEAP Transcript Title

CORP & ORG STRATEGY

UCEAP Quarter Units

5.50

UCEAP Semester Units

3.70

Course Description

This course is an introduction to the strategic management of modern diversified firms. It studies how the firm's portfolio of products and its internal organization can be designed to maximize corporate performance. The focus of this course is on the strategic plan for managing a diversified firm. It studies how the firm portfolio of products and its internal organization can be designed to maximize corporate performance. It combines in a unified framework the study of two separate but complementary issues: the opportunities and challenges afforded by the firm's external environment, and the resources and capabilities arising from the firm's internal environment.

Language(s) of Instruction

English

Host Institution Course Number

MG220

Host Institution Course Title

CORPORATE AND ORGANISATIONAL STRATEGY

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

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