COURSE DETAIL

STRATEGY MANAGEMENT: ANALYSIS OF INTERNATIONAL COMPETITIVENESS

Country
China

Host Institution
Fudan University

Program(s)
Fudan University

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
133

UCEAP Course Suffix

UCEAP Official Title
STRATEGY MANAGEMENT: ANALYSIS OF INTERNATIONAL COMPETITIVENESS

UCEAP Transcript Title
INTL COMPETITIVENES

UCEAP Quarter Units
4.50

UCEAP Semester Units

3.00

Course Description

This course is concerned with building of the guarantee system about firm’s long-term survival. It aims at training the students’ capabilities to grasp the overall nature of business, to analyse environment, mission, and competence of a firm, to craft and to execute strategy of uniqueness, trade-offs, and synergy. The ways of thinking, analytical skills and practice of art, discussed in this course can be widely applicable to all types of for-profit and not-for-profit organizations. As a result of this course, students will be able to: 1) enhance ability to think the corporate strategy as a whole 2) learn the framework of strategic thinking 3) understand the essence of successful strategy crafting, implementing and executing in practice.

This course is concerned with the fundamental objective, "to live, to live well, and to live longer," of the (for profit or not-for-profit) business organization. It deals with identifying and analyzing past and current strategies, with formulating new ones and with implementing them through the organization evolving and operating in the global economic environment. It focuses on business unit strategy, corporate strategy (including choice of business evolution path and pace), co-opetition interactive strategy to solve the problems about "how" to get "what" done through "whom" and by what the firms can set-up, survive and die.

Language(s) of Instruction
English

Host Institution Course Number
MANA110036,GEEC10225

Host Institution Course Title
STRATEGY MANAGEMENT: ANALYSIS OF INTERNATIONAL COMPETITIVENESS

Host Institution Course Details

Host Institution Campus
Host Institution Faculty
Host Institution Degree
Host Institution Department
Course Last Reviewed 2025-2026

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