COURSE DETAIL

INTERNATIONAL BUSINESS STRATEGY
Country Sweden
Host Institution Lund University
Program(s) Lund University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 130
UCEAP Course Suffix
UCEAP Official Title INTERNATIONAL BUSINESS STRATEGY
UCEAP Transcript Title INT BUS STRATEGY
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course promotes theoretical knowledge as well as applied knowledge adapted to different contexts regarding strategic management from a general manager’s perspective. The aim is further to develop an ability to analyze the strategies of an organization, the strategy formulation and implementation processes, and apply that knowledge in practical decision-making. The course begins with an overview of the different schools of strategy, the classical business policy theory, followed by the "industrial organization economics" and ends with the so-called “resourced-based view” on resources and competencies as the key basis for competitiveness. From there, the course discusses different situations and aspects with greater importance for strategic management, especially in an international business context. To highlight the differences in demands on the leadership in different kinds of organizations strategic leadership in big corporations as well as in small new ventures and public organizations with different types of objectives are discussed.

Language(s) of Instruction
English

Host Institution Course Number
IBUH12

Host Institution Course Title
INTERNATIONAL BUSINESS STRATEGY

Host Institution Course Details
https://kursplaner.lu.se/pdf/kurs/en/IBUH12

Host Institution Campus
Lund University

Host Institution Faculty
Economics and Management

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2023-2024

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