

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 Campus

Lund University

Host Institution Faculty

Economics and Management

Host Institution Degree

Host Institution Department

Business Administration

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