

COURSE DETAIL

STRATEGIC MANAGEMENT

Country

Germany

Host Institution

CIEE, Berlin

Program(s)

The Berlin Experience

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

113

UCEAP Course Suffix**UCEAP Official Title**

STRATEGIC MANAGEMENT

UCEAP Transcript Title

STRATEGIC MGMT

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course introduces the concept of strategic management through case analyses, and considers the basic direction and goals of an organization, the environment (social, political, technological, economic, and global factors), industry and market structure, and organizational strengths and weaknesses. The course focuses on the strategic management of the company in a dynamic global context. Students examine the study of the external environment and internal resources and capabilities of the company, in order to guide strategic decisions. Topics include readings and case studies of companies around the world, with special attention to regional and national contexts.

Language(s) of Instruction

English

Host Institution Course Number

MGMT 3003

Host Institution Course Title

STRATEGIC MANAGEMENT

Host Institution Course Details

<https://ciee.file.force.com/sfc/dist/version/download/?oid=00Di0000000ddow&ids=...>

Host Institution Campus

CIEE Berlin

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2024-2025

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