# COURSE DETAIL

| STRATEGIC MANAGEMENT |
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| **Country**<br>Germany |
| **Host Institution**<br>CIEE, Berlin |
| **Program(s)**<br>The Berlin Experience |
| **UCEAP Course Level**<br>Upper Division |
| **UCEAP Subject Area(s)**<br>Business Administration |
| **UCEAP Course Number**<br>113 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>STRATEGIC MANAGEMENT |
| **UCEAP Transcript Title**<br>STRATEGIC MGMT |
| **UCEAP Quarter Units**<br>4.50 |
| **UCEAP Semester Units**<br>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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