COURSE DETAIL

STRATEGIC MANAGEMENT
Country Hong Kong
Host Institution University of Hong Kong
Program(s) University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 121
UCEAP Course Suffix
UCEAP Official Title STRATEGIC MANAGEMENT
UCEAP Transcript Title STRATEGIC MGMT
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course examines the analytical and managerial tasks involved in developing strategies that create value by satisfying customer demands and stakeholders' interests in an everchanging competitive landscape. it covers strategy issues from the perspectives of Western firms as well as emerging market firms, both of which increasingly exposed to international competition.

Language(s) of Instruction
English

Host Institution Course Number
STRA4701

Host Institution Course Title
STRATEGIC MANAGEMENT

Host Institution Course Details
https://www.fbe.hku.hk/f/course/74614/STRA4701-2E-H_Strategic%20Management_Dr.%...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business and Economics

Course Last Reviewed
2024-2025

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