

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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