

# 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 Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business and Economics

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