COURSE DETAIL

CORPORATE STRATEGY MANAGEMENT
Country China
Host Institution Tsinghua University
Program(s) Tsinghua University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 100
UCEAP Course Suffix
UCEAP Official Title CORPORATE STRATEGY MANAGEMENT
UCEAP Transcript Title CORP STRATG MGMT
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

This is an integrative and interdisciplinary course, which takes a general management perspective. It views the firm as a whole, and examines how policies in each functional area (such as accounting, economics, finance, marketing, and organizational behavior) are integrated into an overall competitive strategy. The course develops a general management point of view. This point of view is the best vantage point for making decisions that lead to sustainable business performance. The key strategic business decisions of concern involve determining organizational purpose to evolving opportunities, creating competitive advantages, choosing competitive strategies, securing and defending sustainable market positions, and allocating critical resources over long periods. Decisions such as these can only be made effectively by viewing a firm holistically, and over the long term.

Language(s) of Instruction
English

Host Institution Course Number
30510992

Host Institution Course Title
CORPORATE STRATEGY MANAGEMENT

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Economics and Management

Course Last Reviewed
2024-2025

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