

# 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 Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Economics and Management

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