

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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