COURSE DETAIL

STRATEGIC MANAGEMENT
Country Spain
Host Institution Complutense University of Madrid
Program(s) Complutense University of Madrid
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 133
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 explores the craft of strategy such as how to identify and choose a superior competitive position, how to analyze a strategic situation, and how to create the organizational context to make the chosen strategy work. It discusses how to identify the opportunities and threats of the environment in which companies operate and how to analyze the strategic potential of company resources and capabilities.

Language(s) of Instruction

Host Institution Course Number
802294

Host Institution Course Title
DIRECCIÓN ESTRATÉGICA

Host Institution Course Details
https://www.ucm.es/estudios/grado-ade-plan-802294

Host Institution Campus
SOMOSAGUAS

Host Institution Faculty
Facultad de Ciencias Económicas y Empresariales

Host Institution Degree
GRADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS

Host Institution Department
Departamento de Organización de Empresas

Course Last Reviewed
2024-2025

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