

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

STRATEGIC MANAGEMENT

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

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