COURSE DETAIL

STRATEGIC MANAGEMENT
Country Czech Republic
Host Institution CIEE, Prague
Program(s) Central European Studies
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 113
UCEAP Course Suffix
UCEAP Official Title STRATEGIC MANAGEMENT
UCEAP Transcript Title STRATEGIC MGMT
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course introduces the concept of strategic management through case analyses, and considers the basic direction and goals of an organization, the environment (social, political, technological, economic, and global factors), industry and market structure, and organizational strengths and weaknesses. The course focuses on the strategic management of the company in a dynamic global context. Strategic Management combines the knowledge and skills of the highest levels of management and corporate management in the long term and is considered the key to success. The study of the external environment and internal resources and capabilities of the company, in order to guide strategic decisions, is addressed. The course is based on readings and case studies of companies around the world, with special attention to regional and national contexts.

Language(s) of Instruction
English

Host Institution Course Number
(GI) MGMT 3003 PRCZ

Host Institution Course Title
STRATEGIC MANAGEMENT

Host Institution Course Details

Host Institution Campus
CIEE Prague

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business, Economics, Management, and Marketing

Course Last Reviewed
2024-2025

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