

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 Campus

CIEE Prague

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business, Economics, Management, and Marketing

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