

COURSE DETAIL

GLOBAL CORPORATE STRATEGY

Country

Hong Kong

Host Institution

University of Hong Kong

Program(s)

University of Hong Kong

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

140

UCEAP Course Suffix**UCEAP Official Title**

GLOBAL CORPORATE STRATEGY

UCEAP Transcript Title

CORPORATE STRATEGY

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course provides students with in-depth learning on managing multinational corporations across various product, business, and geographic markets. Specifically, the course focuses on three central issues that are critical to the successful formulation of corporate strategy: (1) the decisions on which businesses bring resources together inside the company and how they could create value, (2) how the company can grow in different settings through acquisitions, partnerships, or internal development, and (3) how the company manages its business portfolio. Overall, this course highlights the criticality of making decisions about the right pathways to firm growth. It provides theoretical frameworks and guiding principles for analyzing practical problems at the corporate or group level as experienced by managers.

Language(s) of Instruction

English

Host Institution Course Number

STRA4702

Host Institution Course Title

GLOBAL CORPORATE STRATEGY

Host Institution Course Details

https://ug.hkubs.hku.hk/f/course/255234/25_26-STRA4702.pdf

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

Course Last Reviewed

2025-2026

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