

Introduction to Management I

Syllabus Number

MAN-101

Compulsory Elective
2 credit

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1. Course Description

In “Introduction to Management,” we shall acquire basic knowledge of management studies. “Introduction to Management I” provides a basic knowledge of strategic management. The concepts and frameworks of strategic management enable us to analyze why some companies are successful and others are not. They are also useful for companies to develop a strategy for their survival.

We first learn competitive strategy, and then we learn corporate strategy. For a deeper understanding, the concepts and frameworks related to competitive and corporate strategies are introduced with illustrative examples.