

Management Strategy I

Syllabus Number

MAN-213

Elective

2 credit

ISOYAMA, Masaru

1. Course Description

In this lecture, I will give a lecture on the basis of management strategy theory, which is the central area of modern business administration. In the spring semester, I will give a lecture focusing on the competitive strategy of how individual entities (mainly companies) compete with rivals. The objectives of this lecture are as follows: 1. Understand the basics of competition strategy, 2. Understand the method of developing competition strategy.