

Management Strategy I

Syllabus Number

MAN-203

Compulsory Elective
2 credit

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1. Course Description

As many researchers in management strategy theory say, a Management strategy is, in short, a series of plans for companies to achieve their goals. In this lecture, I will teach the management strategy theory dealing with management strategy formed and implemented by company as academics. Specifically, I will teach a representative theories and frameworks of management strategy theory and a method how to analyze business cases of companies by applying management strategy theory.