

Management Strategy II

Syllabus Number

MAN-204

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 fall semester, you will learn about what kind of strategy will be formulated and carried out throughout the entity based on the competition strategy theory learned in the spring season. In particular, you will learn not only Japanese companies but also strategies of overseas companies, mainly Chinese enterprises, and management strategies of entities other than companies.