

経営戦略論特講Ⅱ

Elective 2 credit
ISOYAMA, Masaru

1. Course Description

The purpose of this lecture is to learn about business strategy, which is a major area of business administration. In particular, considering that many students write dissertations in the field of business strategy when writing a master's thesis, we will proceed with the lessons with an analysis of actual cases. In this term, we will focus on competitive strategy.