



UNIVERSIDAD COMPLUTENSE DE MADRID

Universidades Norteamericanas Reunidas

(Breve descripción de la asignatura / Brief Course Description)

Strategic Management

This course aims to provide students with an introduction to the concept of strategic management in companies in a changing and dynamic global marketplace. In order to analyze the direction and goals of organizations, important factors that shape company strategy will be analyzed through case studies that highlight the knowledge and skills necessary for management to determine company mission towards long-term success. The unique position of each organization (both external environment and internal resources and capabilities) will be considered, especially the context in which the company operates (the social, political, technological, economic, and global factors that influence it), the industry and market structure, and organizational strengths and weaknesses. Students will use case studies of companies from around the world, and readings on strategic theory with special emphasis on the differing regional and national contexts that exist, and how strategic management must adapt to the environment in which the companies operate.

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