

Strategic Management

Strategic Management is a course aimed at helping students develop their strategic thinking capabilities in order to successfully lead an organization. Other goals of this course include teaching students how to evaluate strategic alternatives, to anticipate and manage strategic change. Participants of this course will develop their strategic thinking skills to such an extent that they will be applicable when analyzing dynamic and complex business situations, as well as when implementing their main business ideas. Also, this course will help students better understand competitive forces in the context in which their organization operates, and will have a special emphasis on maintaining a superior competitive position. Strategic leadership and entrepreneurship will also be analyzed through the position of corporate culture and values.