

## STRATEGY

**Diploma:** International Master in Business Studies, 1st year, 1<sup>st</sup> semester (fall)

**Description:** The objective of the course is to present the overview of strategy and management in terms of concepts and practices in a national and international environment (What is strategy? Evaluating a company's external environment; Competing in foreign markets; etc.)

Hours: 20

ECTS: 2

Level: beginners

Code UE (to mark on the learning agreement): 3-1M1IMBS3CS1