

Course Code: BCOM E4015
Title: Strategic Management
Type/Status: Core
Aims: This course unit is designed to provide a comprehensive knowledge on the theoretical foundations of strategic management, strategy formulation, strategy implementation, and strategy evaluation.

Learning Outcome:

By the end of this course unit, students should be able to:

- define strategic management and its process
- formulate the strategies for organizations
- implement strategies
- evaluate strategic options
- describe and evaluate foreign markets entry modes
- describe and implement international strategies

Course Content:

Nature and scope of strategic management. Evolution of Strategic Management. Process of strategic management. Organizational direction; Vision, Mission, and Objectives. Business Environment; External Analysis, Internal Analysis, Competitive nature of strategy. Formulation of strategies. Cooperative strategies. Acquisitions and mergers. Implementation of strategies; Corporate governance, organizational structure, leadership, strategic entrepreneurship. Strategic control systems. Strategic change. Entering and competing in foreign markets. International strategies.

Method of Teaching & Learning:

Seminar & self learning

Scheme of Evaluation:

End year examination

Recommended Readings:

Wheelen, T. L. and Hunger, D. L. (2008). *Concepts: Strategic Management & Business Policy*. (11th ed.) Prentice Hall.

T.S. Thomson & Strickland, (2003). *Strategic Management; Concepts & Cases*. (12th Edition). Irwin McGraw-Hill.

Pearce & Robinson, (2007). *Strategic Management; Formulation, Implementation and Control*. (10th Edition). McGraw-Hall.

Hill & Jones, (2007). *Strategic Management; An Integrated Approach*. (7th Edition). Boston. MA. : Houghton Mifflin company,

Johnson, G., Scholes, K., and Whittington, R. (2008). *Exploring Corporate Strategies*. (8th ed.). Prentice Hall.