

Course Code: BMGT E3015

Title: Strategic Management

Aim: To; (i) develop a framework of analysis to enable students to identify central issues and problem in complex, comprehensive case; to suggest alternative course of action; and present well supported recommendations for future action,

(ii) develop conceptual skills so that students are able to integrate previously learned aspects of corporations,

(iii) develop a better understanding of the present and future environments in which corporations must function,

(iv) bridge the gap between theory and practice by developing an understanding of when and how to apply the concepts and techniques learned in earlier,

(v) develop analytical and decision making skills for dealing with complex conceptual problems in an ethical manner

Learning outcomes:

On completion of the course unit the students will be able to:

- Understand the complexity of the crafting strategies within highly –competitive and turbulent environment
- Scan the environment of any organization and identify the key aspects environmental factors having an impact on the performance of the overall industry and the company being analyzed
- Develop student’s ability to think strategically
- Apply acquired knowledge in developing business plans, strategies and corporate business plan

Content:

Introduction; Introducing Strategy, The Strategic Position.
The Environment; Strategic Capability; Expectations and
Purposes, Strategic Choices; Business level strategy.
Competitive strategy in hypercompetitive conditions. Corporate
level and international level strategy; Directions and methods of
development, Strategy into Action, Organizing success,
Enabling success, Managing strategic change, Strategy
Review, Evaluation and Control, Challenges and Trends in
Strategic Management.

Method of Teaching and Learning:

Lectures, Seminars

Assessment:

Examination, Assignment

Recommended Readings:

Fred R.David (2013) *Strategic Management: Concepts and Cases*, (14th edition)
Prentice Hall PTR

Johnson, G, Scholes, K. & Whittington, R (2009) *Exploring Corporate Strategy*,
England: Pearson Education Ltd.

Thompson A, Strickland A. J, Gamble, J E & Jain A K, (2010), *Crafting and Executing
Strategy*, New Delhi: Tata McGraw Hill.