

### PRE-REQUISITE(S)

No pre-requisite is required

### CREDIT HOURS

3

### SYNOPSIS

This course is aimed at developing students' critical understanding of key aspects of Strategic Management. Students will explore how to approach complex strategic decision, conduct strategic analysis, develop and evaluate strategic options. Students will apply theoretical concepts and business models in real life case studies.

### LEARNING OUTCOMES

- Evaluate the key dimensions of strategic management concepts and approaches for different organisational context.
- Create appropriate organisational strategies and implementation action plan using relevant decision-making tools to achieve business objectives.
- Display entrepreneurial and strategic actions, including alignment of values in personal and professional development for sustainable success of the organisation.

### TOPICS

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| Topic 1 | Overview of Strategy, Context of Strategy, Benefits of Strategic Management, Ethics of Strategic Management, Strategy and Globalisation; Vision, Mission and Values   |
| Topic 2 | External Factors Assessment framework<br><br>The External Audit: Economic, Social and Cultural; Political and Legal/Regulatory Issues; Ecological; Technological Factors; Stakeholder influence and power; Competitive Forces & Competitive advantage; The Global Influences  |
| Topic 3 | Internal Factors Assessment framework<br><br>The Internal Audit, Culture and Strategy, Management and Opportunities, The Value Chain and the Activities for Strategy  |
| Topic 4 | Practicing Strategies; Approaches for Development of strategy; Long-term Objectives, Types/Levels of Strategies-Corporate, Business, Strategic Business unit, Departmental, Functional; Porter's Generic Strategies, Merger & Acquisitions; Strategy Analysis and Strategic Choice: Framework for Strategy Analysis and Choice, Formulation of Strategy, Choice of Strategy |

Topic 5      Strategy Implementation

Issues in Implementation Strategy, Policies, Perspectives and Objectives; conflict Management; Restructuring and Reengineering; Performance and Compensation; Change Management; Culture and Strategy success; Operational and Human Resource Considerations; Marketing aspects; Accounting and Finance considerations; Research and Development concerns; Management Information Systems effectiveness

Topic 6      (1) Review, Evaluation and Control of Strategy: Objective of Review, Scope and Framework of Evaluation, Content of An Evaluation System, Audit and Control; (2) Leadership in Strategy: Leadership and Management, Performance of Management Teams, Leadership and Strategic Direction, Core Competencies and Resources Portfolio, Organizational Culture, Ethical Practices, Balanced Scorecard; Alignment of strategy and business model, Other developments

**ASSESSMENT DETAILS**

<b>Continuous Assessment</b>	<b>%</b>
Presentation/Participation/Discussions	20
Oral Presentation (Assignment 1)	20
<b>Final Assessment</b>	<b>%</b>
Written Assignment 2 (including Self-Reflective Report)	30
Written Examination	20

**PRESCRIBED TEXT**

Main:

Rothaermel, F. (2019). Strategic Management (4th ed.). New York, NY: McGraw-Hill Education.

David, F.R & David, F.R. (2017). Strategic Management: A Competitive Advantage Approach, Concept and Cases (16th ed.). Harlow, Essex: Pearson.