

Course Title	STRATEGIC MANAGEMENT
Course Code	MGT 602
Course Purpose and Objectives	The purpose of this course is to provide students advanced knowledge on the concepts and techniques of Strategic Management, such as the Development of a Strategic Vision, Industry and Competitive Analysis, Strategy and Competitive Advantage as well as implementing and evaluating corporate strategy.
Learning Outcomes	<ol style="list-style-type: none"> 1. Critically evaluate the issues involved and the forces impacting each of the three steps of the strategic decision-making process, namely formulation, implementation and evaluation. 2. Critically evaluate the strategic management framework in regards to pending management questions related to long-term planning and sustained organisational achievement. 3. Discuss the different strategies and evaluation models available for effectively achieving sustained competitive advantage. 4. Discuss the strategic tools and matrix analysis used in crafting strategic action plans and in figuring out successful ways to implement and execute chosen strategies. 5. Criticize on problem-solving case studies and real-life examples.
Course Content	<ul style="list-style-type: none"> • The strategic management process • Industry and competitive analysis • Evaluating company resources and competitive capabilities • Attaining competitive advantage through strategy • Strategy analysis and choice • Implementing strategy • Strategy review, evaluation and control