Course Title	**STRATEGIC MANAGEMENT**
Course Code	**MGT 602**
Course Purpose and Objectives	The purpose of this course is to develop students' ability to formulate evidence-based business strategies through rigorous strategic analysis grounded in contemporary strategic management theories and research. Students will analyse both the external business environment—including industry structure, competitive dynamics, macro-environmental influences and key success factors—and the internal environment by evaluating organisational resources, capabilities and sources of competitive advantage. Based on this comprehensive strategic analysis, students will formulate, justify, implement and evaluate strategic courses of action that support long-term organisational performance and sustainable competitive advantage.
Learning Outcomes	1. Critically evaluate strategic management theories, models and empirical research to analyse strategic issues influencing strategy formulation, implementation and evaluation. 2. Conduct rigorous external strategic analysis by evaluating industry characteristics, competitive forces, macro-environmental factors and key success factors using recognised strategic management frameworks to identify strategic opportunities and threats. 3. Conduct rigorous internal strategic analysis by evaluating organisational resources, capabilities, value creation activities and core competencies using strategic management theories and analytical tools to determine sources of competitive advantage. 4. Integrate internal and external strategic analyses using recognised strategic frameworks (such as SWOT/TOWS, EFE and other strategy matrices) to evaluate strategic alternatives and justify strategic choices. 5. Recommend evidence-based strategic courses of action for organisations by integrating strategic management theories, empirical evidence and comprehensive internal and external analyses, and justify recommendations through critical evaluation of alternative strategic options.
Course Content	**THE STRATEGIC MANAGEMENT PROCESS** **EXTERNAL STRATEGIC ANALYSIS** **INTERNAL STRATEGIC ANALYSIS** **ATTAINING COMPETITIVE ADVANTAGE THROUGH STRATEGY** **STRATEGY ANALYSIS AND CHOICE** **IMPLEMENTING STRATEGY** **STRATEGY REVIEW, EVALUATION AND CONTROL**