

STRATEGIC BUSINESS MANAGEMENT

Course Objectives

The course is meticulously designed to enable students to make structural and performance analysis of competitive forces and to position a firm to gain strategic advantages in various business and organizational context.

By the end of this course it is expected that the student should be able to

-) Develop a framework of analysis to enable them to identify central issues and problem in complex, comprehensive case; to suggest alternative course of action; and present well supported recommendations for future action
-) Understand the relevance of the strategic management theories and practices, underscored by Western academicians and practitioners, in local settings.
-) Bridge the gap between theory and practice and developing an understanding of when and how to apply the concepts and techniques learned in earlier courses in marketing, accounting; finance, management, production and information systems

Course Contents

-) strategic management: definition and process
-) strategy formulation: vision and mission
-) strategy formulation: external & internal assessment
-) strategies in action
-) strategy formulation: organizational process
-) strategy analysis and choice
-) strategy implementation
-) strategies evaluation
-) strategic control
-) a case analysis framework

Reference Books

-) Certo & Peter; Strategic Management: Concepts & Applications, Random House Business Division.
-) Johnson Schol, Exploring Corporate Strategy, Prentice Hall

Fried. R. David, Strategic Management, Prentice Hall, Jan 2012