

MGMT436e Strategic Management

Level: 4

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

Strategic management principles involving strategy, formulation, implementation, evaluation, and organization analysis are studied in this management capstone course. Case analysis and the use of strategic management principles are used to examine and solve organization problems.

Topics:

- Basic concepts, mission statements, and strategic audits
- Board of directors, ethics, Social responsibility
- Environmental and internal analysis
- Situational analysis, business strategy, corporate strategy
- Functional strategy
- Staffing and directing
- Evaluation and control
- Managing technology and innovation
- Entrepreneurial ventures and small business
- Not-for-profit organizations

Learning Outcome:

- Understand the basic model of strategic management and how to use a strategic audit approach to evaluate a company.
- Analyze the roles and responsibilities of the board of directors in corporate governance, and the relationship between social responsibility and corporate performance.
- Evaluate the key elements of the internal and external environment to summarize a company's strengths, weaknesses, opportunities, and threats (SWOT analysis), and prepare a SFAS Matrix.
- Generate business strategies using a TOWS Matrix, and identify various corporate strategy options.
- Differentiate between corporate, business, and functional strategies, and how they relate to corporate policies.
- Analyze the key components required to successfully implement a strategic plan.
- Analyze the basic control process, the types of control options, and the best ways to measure performance.
- Analyze the strategic issues involved with managing technology, information systems, and innovation in support of technical operations.
- Analyze the strategic issues involved in entrepreneurial ventures and small businesses.
- Analyze the strategic issues involved in not-for-profit organizations.

Assessment Strategies:

| Continuous Assessment Component | Weightage (%) |
|--|----------------------|
| TUTOR-MARKED ASSIGNMENT | 100 |
| Sub-Total | 100 |

| Examinable Component | Weightage (%) |
|-----------------------------|----------------------|
| Sub-Total | |

Weightage Total **100**