



BBA 32013: Strategic Management

Level: 3000

Number of Credits : 03

Course Description

Strategic management focuses on determining organization's direction in a dynamic environment. This course provides knowledge and skills required for formulating, implementing, and evaluating strategies to achieve organizational goals and sustainable competitive advantages.

Intended Learning Outcomes

At the end of this course, the student will be able to;

- Explain concepts, theories, models, and techniques of strategic management,
- Describe the strategic management process,
- Identify strategic issues in functional areas of a business,
- Determine alternative strategies to enable the firm to achieve sustainable competitive advantages.

Teaching Learning Methods

Lectures, workshops, group discussions, tutorials, and case studies

Method of Assessment

In-course Assessments	: 30%
End Semester Examination	: 70%

Course Contents

- 1 Overview of strategic management
- 2 Strategic management model
- 3 Setting the direction for the organization
- 4 Analyzing the business environment
- 5 Corporate level strategies
- 6 Business level strategies and competitive advantages
- 7 Functional level strategies
- 8 Global Strategies
- 9 Strategy analysis and choice
- 10 Strategy implementation
- 11 Strategy evaluation

Recommended Readings:

- 1 David, F.R. (2016). *Strategic Management: Concepts and Cases*. (14th Ed.). New Jersey: Pearson Education Inc.
- 2 Charles, W. L. H., Melissa A. S., & Gareth R. J. (2016). *Strategic Management: Theory & Cases: An Integrated Approach*. (11th Ed.). Canada: Nelson Education Ltd.
- 3 Rothaermel, F. (2016). *Strategic Management: Concepts*. (3rd Ed.). India: Mc Graw Hill.