

Strategic Management (STM943)	
Course Purpose and Objectives	<p>This course aims to:</p> <ul style="list-style-type: none"> ▪ Enable students to develop a critical and informed understanding of the business environment in which organisations operate and of the business opportunities. ▪ Equip students with a range of tools and concepts of strategic analysis and business modelling that will enable them to assess the strategic position of business organisations. ▪ Develop strategic thinking and vision that can be utilised in formulating strategies, evaluating options, and implementing strategic decisions.
Learning Outcomes	<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> ▪ Develop knowledge of relevant strategic management frameworks to successfully carry out external analysis and apply this knowledge in a wide variety of contexts. ▪ Develop knowledge of relevant strategic management frameworks to successfully address internal analysis. ▪ Be able to analyse and evaluate case study information in a critical and informed way. ▪ Be able to identify key issues, evaluate alternatives and make conclusions based on thorough analysis ▪ Be adept at accessing, selecting and utilising a variety of business information sources ▪ Be able to formulate business reports and make appropriate strategy recommendations
Course Content	<p>Week 1: Introducing Strategy Part I: The Strategic Position Week 2: Macro-environment analysis-Analysing the External Environment of the Firm Week 3: Micro-environment analysis-Analysing the Internal Environment of the Firm Week 4: Industry and sector analysis Week 5: Resources and capabilities as a basis of competitive advantage Week 6: Diagnosing Resources and capabilities Week 7: Stakeholders and Governance Week 8: History and culture Week 9: Part I Case Study on Strategic Position Part II: Strategic Choices Week 10: Business Strategy and Models Week 11: Corporate Strategy and Diversification Week 12: International Strategy Week 13: Entrepreneurship and Innovation Week 14: Mergers, Acquisitions, and Alliances Week 15: Part II Case Study on Strategic Choices Week 16: Guest speaker lecture Part III: Strategy in action Week 17: Evaluating Strategies Week 18: Strategy Development Processes Week 19: Organising and Strategy Week 20: Leadership and Strategic change Week 21: The Practice of Strategy Week 22: Part III: Case Study on Strategy in Action Week 23: Managing Innovation: E-strategy Case Week 24: Strategic Management Research Week 25: Revision Weeks 27-28: Examinations</p>

