Course Code: BCOM E4015
Title: Strategic Management
Type/Status: Core
Aims: This course unit is designed to provide a comprehensive knowledge on the theoretical foundations of strategic management, strategy formulation, strategy implementation, and strategy evaluation.

Learning Outcome:
By the end of this course unit, students should be able to:

- define strategic management and its process
- formulate the strategies for organizations
- implement strategies
- evaluate strategic options
- describe and evaluate foreign markets entry modes
- describe and implement international strategies

Course Content:

Method of Teaching & Learning:
Seminar & self learning

Scheme of Evaluation:
End year examination
Recommended Readings:


