**Course Code:** BMGT E3015  
**Title:** Strategic Management  
**Aim:** To; (i) develop a framework of analysis to enable students to identify central issues and problem in complex, comprehensive case; to suggest alternative course of action; and present well supported recommendations for future action,

(ii) develop conceptual skills so that students are able to integrate previously learned aspects of corporations,

(iii) develop a better understanding of the present and future environments in which corporations must function,

(iv) bridge the gap between theory and practice by developing an understanding of when and how to apply the concepts and techniques learned in earlier,

(v) develop analytical and decision making skills for dealing with complex conceptual problems in an ethical manner  

**Learning outcomes:**  
On completion of the course unit the students will be able to:

- Understand the complexity of the crafting strategies within highly competitive and turbulent environment
- Scan the environment of any organization and identify the key aspects environmental factors having an impact on the performance of the overall industry and the company being analyzed
- Develop student’s ability to think strategically
- Apply acquired knowledge in developing business plans, strategies and corporate business plan
Content:


Method of Teaching and Learning:

Lectures, Seminars

Assessment:

Examination, Assignment

Recommended Readings:

