

Module Code	:	BB-4202		
Module Title	:	Strategic Management		
Type of Module	:	Bachelor of Business (Bus.Admin): Major Core All other programmes: Breadth		
Modular Credits	:	4	Student Workload : Contact hours for timetabling:	8 hours 2 hours
Pre-requisite	:	BB-2202 Principles of Management or BB-1104 Principles of Business & Management		
Anti-requisite	:	None		
Aims: This module is designed to equip the students with the ability to approach complex business problems from the cross-functional and multi-dimensional perspective of the general manager. Upon completion, students should be able to demonstrate their ability to assess the nature of an industry's strategic issues and the environment in which they are generated and able to evaluate the importance of strategic business planning. In addition, students will be able to analyse information for use in strategic plans and have a clear understanding of the different approaches to strategy.				
Module Content:				
<ul style="list-style-type: none"> ▪ Overview of strategic management ▪ Vision, mission, stakeholders, corporate governance and social responsibility ▪ Situational analysis- the external environment-assessing competitive opportunities and threats; the internal environment- assessing the organisation' s competencies and competitive advantage ▪ Strategy formulation- business level strategy; corporate level strategy; acquisition and restructuring strategy, international strategy, cooperative strategy ▪ Strategy implementation- corporate governance, organizing tasks and allocating resources; strategic leadership; evaluating performance; designing and implementing strategic control system ▪ Managing strategic change 				
Assessment:	Examination:	40%	Coursework:	60%
			Individual assignments	30%
			Group project	30%