

Strategic Management

The aim of the course is to equip students with the core competences, framework, and techniques of strategic management, which will allow them to understand what managers must do to make an organization achieve superior performance. Upon completion of the course, students will be able to: develop an appreciation of strategic management concepts, research and theories – especially those related to corporate, business and operational strategies, understand the advantages and disadvantages of the various competitive strategies, provide an organization with a sustainable competitive advantage and to improve communication skills including oral discussion and presentation, listening and writing capabilities.