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| Module Title: | Strategic Management 2 |
| Academic year: | 2009 – 2010 |
| Credit Value: | 5 – Mandatory |
| Pre- requisites: | Strategic Management 1 |
| Assessment: | 60% Final Exam, 40% Continuous Assessment (CA) |
| Aims | <p>This module aims to provide students with the skills and knowledge to be able to demonstrate an understanding for the key issues involved in strategy evaluation and strategy implementation and their application of these to real business environment. Students will also be aware of the impact of e-business on strategy formulation and implementation and also the ethical issues pertaining business strategy.</p> <p>This module aims to develop skills in strategic thinking and provide an insight into the process of strategic leadership and into the management of strategic change.</p> |
| Module Content | <ul style="list-style-type: none"> • Strategy Evaluation • Strategy Implementation • Information Technology • Current Issues in Strategic Management |
| Intended Learning Outcomes: | <p>Having successfully completed this module, the student will:</p> <ol style="list-style-type: none"> 1. Evaluate the various strategic options available in a diversified company and how to evaluate such strategies; 2. Explain the business models and strategies in the Internet era 3. Understand the components for the effective implementation of strategy 4. Understand the issues in relation to building resource strengths and organizational capabilities 5. Explain the issues in relation to managing the internal organization to promote better strategy execution, including an analysis of key issues such as corporate culture and leadership. |

