

Module Title:	Strategic Management 2
Academic year:	2009 – 2010
Credit Value:	5 – Mandatory
Pre- requisites:	Strategic Management 1
Assessment:	60% Final Exam, 40% Continue Assessment (CA)
Aims	This module aims to develop skills in strategic thinking. It seeks to provide students with the skills and knowledge involved in strategy evaluation and implementation. The module will encompass key subject areas such as the impact of e-business on strategy formulation and implementation, the process of strategic leadership, the management of strategic change and the ethical issues pertaining to business strategy. An overarching aim is provide a framework which integrates thinking across these and other subject areas.
Module Content	<ul style="list-style-type: none"> • Strategy Evaluation; • Strategy Implementation; • Information Technology; • Current Issues in Strategic Management.
Intended Learning Outcomes:	<p>On successful completion of the module the student will be expected to be able to:</p> <ol style="list-style-type: none"> 1. Critically 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. Demonstrate an understanding of the key components required for the effective implementation of strategy; 4. Demonstrate an understanding of the issues involved 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.