



Curriculum - 2023

BBA Hons (Entrepreneurship) Degree Program

Faculty of Management and Finance

University of Ruhuna

BBA 32013: Strategic Management

Level: 3000

Number of Credits : 03

Course Description

Strategic management focuses on formulating, implementing, and evaluating cross-functional decisions that enable an organization to achieve its objectives. This course is designed to provide an understanding of theoretical concepts, models, tools and practices of strategic management and this understanding helps students to analyze the business environment, establish a long-term direction, formulate, assess, and implement strategies for gaining competitive advantages and reaching the strategic expectations of the organization.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Explain theories and concepts in Strategic management.
- Explain the goal setting process of an organization
- Analyze the business environment and identify strengths, weaknesses, opportunities, and threats.
- Use analytical tools and techniques in making strategic decisions.
- Apply the theoretical and practical knowledge in strategic management to solve the major issues faced by an organization.

Teaching/Learning Methods

Lectures, tutorials, case studies, seminars, workshops, and group discussions.

Methods of Assessment

In-course Assessments	: 30%
End Semester Examination	: 70%

Course Contents

1. Overview of Strategic Management
2. Establishing the direction of the organization
3. Analyzing the business environment – External & Internal
4. Strategic capabilities and Competitive advantages
5. Corporate Level Strategies
6. Business level strategies
7. Tools and techniques for strategy Analysis and Choice
8. Strategy Implementation
9. Functional level strategies
10. Strategy Monitoring and Evaluation
11. Strategic Management Case Analysis

Recommended Readings

1. Fred R. David and Forest R. David. *Strategic Management: A Competitive Advantage Approach, Concepts & Cases*, Pearson education Inc., New Jersey, U.S.A/The latest

edition.

2. John Pearce, Richard Robinson. *Strategic Management: Planning for Domestic and Global Competition*, Publisher: MCGRAW-HILL/ The latest edition.