



Faculty of Management and Finance

Bachelor of Business Administration Honours in Business Management Degree Programme

Course Unit Information Sheet

Course Code		BBA 32013			
Course Name		Strategic Management			
Semester		3000 Level Semester II			
Credit Value	3	Core/Optional	Core	GPA/NGPA	GPA
Hourly Breakdown		Lectures	Practical	Independent Learning	
		45	-	105	
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			PLO Alignment		
Upon completion of this course unit, the students will be able to,					
1. Explain theories and concepts in strategic management.			1		
2. Explain the goal setting process of an organization.			1,10,12		
3. Analyze the business environment and identify strengths, weaknesses, opportunities, and threats.			5,10		
4. Use analytical tools and techniques in making strategic decisions.			18,22		
5. Apply the theoretical and practical knowledge in strategic management to solve the major issues faced by an organization.			21,22,23		
Course Content			Hours	ILOs	
1. Overview of strategic management			3	1	
2. Establishing the direction of the organization			3	1,2	
3. Analyzing the business environment – external & internal			6	1 ,3	
4. Strategic capabilities and competitive advantages			3	1,3 ,4	
5. Corporate level strategies			6	2,3 ,4	
6. Business level strategies			3	2,3,4	
7. Tools and techniques for strategy analysis and choice			6	4	
8. Strategy Implementation			3	4,5	
9. Functional level strategies			6	2,3,4	
10. Strategy monitoring and evaluation			3	2,3,4	
11. Strategic management case analysis			3	3,4,5	
Teaching Methods					

Lectures, tutorials, case studies, seminars, workshops, and group discussions.		
Assessment Methods		
In-course Assessments 30 %	Final Examination 70 %	Total 100%
Recommended Readings		
<ol style="list-style-type: none"> 1. Fred R. David and Forest R. David. <i>Strategic Management: A Competitive Advantage Approach, Concepts & Cases</i>, Pearson education Inc., New Jersey, U.S.A. /The latest edition 2. John Pearce, Richard Robinson. <i>Strategic Management: Planning for Domestic and Global Competition</i>, McGraw-Hill. /The latest edition 		