



Faculty of Management and Finance
Bachelor of Business Administration Honours in Human Resource 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 organisation 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 analyse the business environment, establish a long-term direction, formulate, assess, and implement strategies for gaining competitive advantages, and reaching the strategic expectations of the organisation.					
Intended Learning Outcomes				PLO Alignment	
At the end of the course unit, the student shall be able to,					
1. Explain theories and concepts in Strategic management.				01	
2. Explain the goal-setting process of an organisation.				01, 10, 12	
3. Analyse the business environment and identify strengths, weaknesses, opportunities, and threats.				05, 10	
4. Use analytical tools and techniques in making strategic decisions.				18, 22	
5. Apply theoretical and practical knowledge in strategic management to solve the major issues faced by an organisation.				21,22,23	
Course Content				Hours	ILOs
1. Overview of Strategic Management				3	1
2. Establishing the direction of the organisation				3	1, 2
3. Analysing 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 Reading
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>, Publisher: MCGRAW-HILL, The latest edition.