

Enquire Teaching Timetable

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Course Outcome

MGNT 4010 - Strategic Management

Learning Outcome

- Analyze the external and internal environment as well as the competitive situations
- Identify significant strategic issues and propose strategic recommendations that are effective, efficient and realistic
- Apply the most up-to-date concepts, frameworks, and tools from all the business disciplines and synthesize them with a holistic perspective to approach business problems and solutions

Course Syllabus

- Strategic Management and Competitiveness
- External Environment
- Internal Environment
- Business-Level Strategy
- Corporate-Level Strategy
- Acquisition and Restructuring Strategy
- Cooperative Strategy
- International Strategy
- Corporate Governance

Assessment Type

	Assessment Type	Current Percent
1	Essays	0
2	Presentation	0
3	Short answer test or exam	0

Feedback for Evaluation

1. Mandatory CTE.
2. Students will have feedback from course teacher on assignments and project.

Required Readings

- Ireland, R.D., Hoskisson, R.E., & Hitt, M.A. The Management of Strategy: Concepts, South-Western Cengage Learning.

There may be variations for different sections

Recommended Readings

- Hill, C.W.L., & Jones, G.R. Strategic Management Theory: An Integrated Approach. South-Western Cengage Learning.
- Barney, J.B. Gaining and Sustaining Competitive Advantage, Pearson.
- Fiorina, C. Tough Choices, Portfolio Hardcover.
- Harvard Business School cases
- Ivey School of Business cases
- Business magazines, periodicals, and newspapers