

Strategic Management - MBA Program

Course Description:

Strategic Management focuses on how organizations create and sustain competitive advantage in dynamic business environments. Students will explore frameworks for strategic analysis, formulation, and implementation while examining real-world business cases. The course emphasizes the link between vision, leadership, and organizational performance, enabling data-driven and innovative decision-making.

Course Outline:

Introduction to Strategic Management

Understanding strategy, levels of strategy, and the strategic management process.

Environmental and Industry Analysis

Tools for analyzing external environments (PESTEL, Porter's Five Forces) and identifying opportunities and threats.

Internal Analysis and Competitive Advantage

Exploring core competencies, resources, and capabilities that drive success.

Strategy Formulation

Corporate-level, business-level, and functional-level strategy design for sustainable advantage.

Strategy Implementation

Organizational structure, leadership, and change management in executing strategies.

Strategic Control and Evaluation

Monitoring performance and adapting to evolving market conditions.

Global and Digital Strategy

How globalization and technology impact strategy in modern enterprises.

Expected Learning Outcomes:

- Develop and evaluate business strategies using analytical frameworks.
- Understand the connection between strategy, leadership, and performance.
- Apply strategic tools in real-world business scenarios.
- Recognize global and digital transformation trends shaping strategic management.