## COE 3203 STRATEGIC MANAGEMENT

**Course description**

The course introduces students to the Concept and scope of strategic management; strategic management process, Implementation, evaluation and control business strategies.

**Course Objectives**

At the end of this course, students should be able to:

* Extending students’ understanding of strategic issues facing the firm as a whole in light of environmental developments
* Comprehend concept and scope of strategic management
* Examine strategic management process
* Craft business strategies,
* Implement, evaluate and control business strategies.

**Learning Outcomes**

At the end of this course, students should be able to:

* Comprehend concept and scope of strategic management
* Examine strategic management process
* Craft business strategies,
* Implement, evaluate and control business strategies.
* Develop skills in business analysis and strategic thinking.
* Gain an insight into the processes of strategic leadership and into the   management of strategic change.
* Develop a framework that can enhance their learning through case analysis disciplines of the programme and to enhance this.

**Intellectual, Practical and Transferable Skills**

Problem solving, analytical skills, team work and communications skills, practical

**Indicative Content**

Meaning, strategic performance management models, use of the balanced score card, strategy maps, vision and mission statements, objectives, strategic planning and control, strategy formulation, generic competitive strategy and advantage, managing strategic change.

**Assessment Method**

The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests.

Each course in the programme shall be assessed on the basis course work and final examination represented as

Course work assessment 30%

Final Examination 70%

100%

The minimum mark required to pass is 50%, this includes course work and final examination. Each course in the programme is allowed a maximum of three hours for final examination

**Indicative Sources**

1. Hill,C. and Jones,G (2007)[Strategic Management: An Integrated Approach](http://www.amazon.com/Strategic-Management-Integrated-Charles-Hill/dp/0618894691/ref=sr_1_1?ie=UTF8&s=books&qid=1245776615&sr=1-1)
2. Hitt,M.A. Ireland,R.D. and Hoskisson,R.E. (2008)[Strategic Management: Competitiveness and Globalization, Concepts and Cases](http://www.amazon.com/Strategic-Management-Competitiveness-Globalization-Concepts/dp/0324655592/ref=sr_1_2?ie=UTF8&s=books&qid=1245776615&sr=1-2)
3. Dess,G. Lumpkin,G.T. and Eisner,A. (2007)[Strategic Management: Text and Cases](http://www.amazon.com/Strategic-Management-Cases-Gregory-Dess/dp/0073404985/ref=sr_1_3?ie=UTF8&s=books&qid=1245776615&sr=1-3)
4. David,F. (2008)[Strategic Management: Concepts and Cases (12th Edition)](http://www.amazon.com/Strategic-Management-Concepts-Cases-12th/dp/0136015700/ref=sr_1_4?ie=UTF8&s=books&qid=1245776615&sr=1-4)
5. Pearce,J. and Robinson,R. (2008)[Strategic Management](http://www.amazon.com/Strategic-Management-John-Pearce/dp/0077243218/ref=sr_1_5?ie=UTF8&s=books&qid=1245776615&sr=1-5)
6. Hunger,J.D. and Wheelen,T. (2006)[Essentials of Strategic Management (4th Edition)](http://www.amazon.com/Essentials-Strategic-Management-J-David-Hunger/dp/0131485237/ref=sr_1_6?ie=UTF8&s=books&qid=1245776615&sr=1-6)
7. Dess,G. Lumpkin,G.T. and Eisner,A. (2007)[Strategic Management: Creating Competitive Advantages](http://www.amazon.com/Strategic-Management-Creating-Competitive-Advantages/dp/0073381217/ref=sr_1_7?ie=UTF8&s=books&qid=1245776615&sr=1-7)
8. Hill,C and Jones,G. (2006)[Strategic Management: An Integrated Approach](http://www.amazon.com/Strategic-Management-Integrated-Charles-Hill/dp/0618641629/ref=sr_1_8?ie=UTF8&s=books&qid=1245776615&sr=1-8)