## COX 3227 STRATEGIC MANAGEMENT (3 CU)

**Short 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:

* Comprehend concept and scope of strategic management
* Examine strategic management process
* Craft business strategies,
* Implement, evaluate and control business strategies.

**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 follows:

Course work assessment 30%

Final Examination 70%

100%

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

**References**

1. Pearce II J. A, Richard B and RobnisonJr (2009). *Strategic Management***.** Formulation, implementation and control. 11th edition McGraw-Hill.
2. Stickland III, Arthur A Thompson, JR and John Gamble (2001). *Cases in Strategic Management.* 12th edition McGraw-Hill