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| **Course Code TOU 3228 Strategic Management** | **Course Title:** |
| Course Description:  The course builds on the knowledge of students about Tourism management. It introduces the concepts of strategic management and provides them with skills on how to apply strategic management techniques in tourism enterprises | |
| Course Objectives:   * Knowledge of strategic management and its role in the planning process * Formulate strategic options for management of an enterprise and develop a system for the identification and monitoring of critical success factors * Skills to manage the implementation of strategic plans through an innovate process approach | |
| **Course Outline:**   * The strategic management process (SPM) and Innovative tools for operational analysis * Strategy formulation and true value of strategic planning * Strategy implementation: models and frameworks * Innovation and strategic management in tourism * Managing competition in the tourism industry * Strategic Management and management consultancy * Strategic Management and Risk assessment | |
| **Learning Outcomes:**   * Learn knew knowledge about strategic management * Learn how to apply strategic management techniques In Tourism management | |
| **Method of Teaching/Delivery:**  Lecture Hours – 45  Tutorial Hours – 30 | **Mode of Assessment:**   * Course Work * Final written Exam |
| **Reading/Reference Materials**   * Etzioni, A. (1967) Mixed Scanning: A third approach to decision-making", *Public Administration Review,* 27: 387-392. * Doswell, R. (1997) *Tourism: How Effective Management Makes a Difference*. London, Butterworth-Heinemann. * Reid, D. G. (2003) *Tourism Globalization and Development: Responsible Tourism Planning*, Pluto Press, London | |