



Strategic Business Management

Introduction

Through a mixture of case studies, and group discussion, this module will provide an overview of the application of the fundamentals of strategic management. It will assist people who are moving into a management role and those who are or will be new to management. It will cover the overall aspects of, strategic analysis, strategy formulation and the implementation of strategy.

Learning Outcomes

On completion of this module students will know how to:

- recognise the importance, scope and significance of the strategic process applied to organisations.
- develop and use appropriate tools of analysis across a range of organisations, industry sectors and problem areas.
- devise strategy at the corporate level and implement that strategy through an organisation.

Assessment

Students are assigned to groups and are given case studies which are to be presented written and orally in class

Course Contents

Introduction

Definitions and forms of strategy
Corporate objectives and mission statements
The strategic management process

Internal analysis;

The company profile,
Evaluating internal factors
Linking the profile to the overall strategic management process

External analysis;

Remote & near environments,
STEP,
achieving a strategic fit

Tools and techniques

Industry analysis;
How competitive forces shape strategy,
5 forces
Strategic choice

Strategic change;

The change process
Moving from grand strategy to operationalising the strategy

Implementation issues

structure,
people, management,
leadership,
objectives and milestones

Strategic alliances,

Licenses,
Coalitions,

Lecturer

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Daniel read philosophy at King's College London, and economics at St Andrews University. Daniel worked in finance and PR for nine years, finishing as Head of Investor Relations and Financial Communications for a FTSE 100 company. Daniel is a qualified Financial PR Professional, and holds a doctorate in Strategic Human Resource Management. Daniel has an energetic teaching style, integrating case studies, best practice and the latest academic research. Daniel was the keynote speaker at the Dubai Leadership Summit