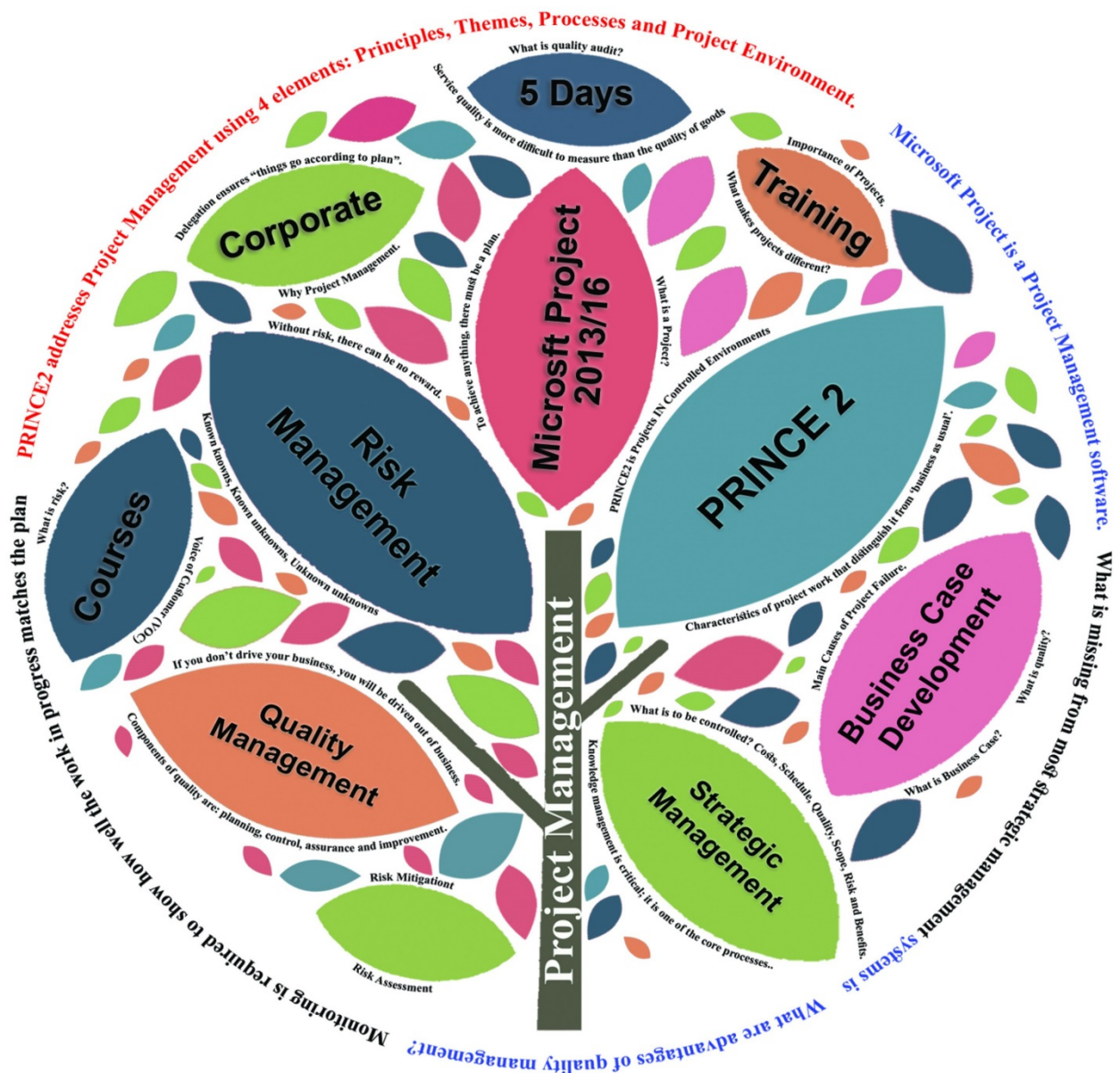




# Strategic Management



## **Introduction to Strategic Management**

- Corporate planning
- Strategic planning
- Layers of the business environment
- Key drives of change
- Five forces framework

## **Industry Structure Dynamics**

- Key critical success factors
- Market segment and strategic group analysis
- Internal resource analysis
- Strategic capability
- Corporate performance appraisal

## **Business Level Strategy Formulation**

- Generic Strategy and Competitive advantage
- VRIO framework
- Diversification and risk
- Corporate strategies

## **International strategic options and methods**

- Internal/organic development
- Mergers and acquisitions
- Strategic alliances
- Internationalisation and competitive advantage
- International strategy framework

## **Strategic purpose expression**

- Mission, vision and values
- Corporate governance
- Stakeholder management
- Organisation culture