

Module Title:	Strategic Management 1
Academic year:	2009 – 2010
Credit Value:	5 – Mandatory
Pre- requisites:	None
Assessment:	60% Final Exam, 40% Continuous Assessment (CA)
Aims	The aim of the module is to provide students with an in depth knowledge and understanding of the role of the manager and CEO in the strategic management process and to be able to critically evaluate the key tasks of the corporate strategy process. It aims to provide students with skills and knowledge necessary to assess and evaluate models of strategic analysis It aims to explore the impact of current trends in strategic management practice on organizations.
Module Content	<ul style="list-style-type: none"> • Chief Executive • Corporate strategy • Concepts and techniques of Strategic Management • Strategies for competing in global markets
Intended Learning Outcomes:	<p>On successful completion of the module the student will be expected to be able to:</p> <ol style="list-style-type: none"> 1. To demonstrate an understanding of the concepts of corporate and business level strategies and inter-functional co-ordination; 2. Be able to identify the requirements for fulfilling the role of the general manager/chief executive 3. To demonstrate an understanding and be able to apply diagnostic and analytical skills required in the corporate strategy process 4. To demonstrate an understanding the various competitive strategies and the strategy options for competing in global markets