

Course Description – Curriculum 2018

Subject: BA401 Strategic Management

Credits: 3

Prerequisite: Fourth-year student status

Description: The course examines a comprehensive process of strategic management to generate sustainable competitive advantage. It also includes deep analysis of internal and external environments for high-impact corporate executives to make logical decisions in alignment with vision, mission, and strategy at each organizational level. Analysis of critical factors pertaining to strategy formulation, implementation and techniques of evaluating strategies will be thoroughly discussed through case studies.