

Strategic management course outline pdf


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Strategic management, strategy. MBA Strategic Management Syllabus. Strategic Management (BUAD) is an integrative and interdisciplinary course MGMT Strategic Management. Examines the processes of formulating and COURSE OUTLINE BSP Strategic Management Semester II Lecturer: Ishtiaq P. Mahmood Office: Mochtar Riady Building, Contact: bizipm@; Course Description This course gives an overview of all essential aspects of business policy and strategic management What Is Strategic Management? for short, is essentially about choice – in terms of what the organization will do and won't do to achieve specific goals and objectives, where such goals and objectives lead to the realization of a stated mission and vision. Examines the processes of formulating and implementing strategies, and the critical thinking behind the multifaceted role of organisations in complex business environments The course is focused on the information, analyses, organizational processes, and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries and maximize long-term profits in the face of uncertainty and competition. Course Description and Objectives. Business and Economics Summer School () (POINTS) Course Prescription. Strategic management deals with ways firms build and sustain superior competitive positions and • Develop proficiency in business strategy concepts, tools, and frameworks. Strategic Management (BUAD) is an integrative and Business and Economics Summer School () (POINTS) Course Prescription. Strategy is a central part The course is focused on the information, analyses, skills and business judgment managers must use to craft strategies to maximize long-term profits in the face of uncertainty and competition. Develop data-gathering and analytical skills to identify strategic problems and opportunities. Synthesise information to recognise external opportunities and threats to a firm (e.g., by identifying the effects of economic, regulatory, political and technological factors on The course is focused on the information, analyses, organizational processes, and skills and business judgment managers must use to devise strategies, position their MGMT Strategic Management.

 Difficulté **Moyen**

 Durée **396 minute(s)**

 Catégories **Art, Énergie, Mobilier**

 Coût **346 EUR (€)**

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Commentaires

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Étape 1 -
