



Title

STRATEGIC MANAGEMENT

Description & Objective

The purpose of this course is to enhance your ability to integrate the different functional areas of business (e.g. accounting, finance, human resources, information systems, marketing, operations management, etc.) into a cohesive whole. The challenge is not only in identifying weaknesses and threats facing firms we will study, but to appreciate the strengths of the firm and anticipate opportunities in the external environment. Your role in this course is to correct organizational failures & expand upon organizational successes; however, failure and success may be defined.

Content/Outline

- The Nature of Strategic Management
- Develop Vision & Mission Statement
- Perform External Audit
- Perform Internal Audit
- Establish Long-term Objectives
- Generate, Evaluate & Select Strategies
- Implement Strategies – Management Issues
- Implement Strategies – Marketing, Finance, Accounting, R&D & MIS Issues
- Measure & Evaluate Performance

