

Strategic Analysis

Course description

Deals with key aspects of business strategy formulation & implementation, providing Canadian & international perspective. Examines concepts, theories & techniques relevant to this task drawn from many disciplines.

Course Introduction

This course draws upon strategic management theory to formulate, implement, and evaluate a firm's business-level and corporate-level strategies and to analyse their ethical implications. The course provides business students with a capstone learning experience at the end of their degree through interactive seminars in which students work together to identify strategic issues, evaluate alternative courses of actions, and make decisions while analysing business case studies and participating in simulations.

Module Content

Indicative Content includes:

- What is Strategy, and Why is it Important?
- The Context of Strategy
- Competitive Strategy and Strategic Choices
- Resource Based Strategy
- Managing Strategic Change
- Corporate Social Responsibility
- Strategic leadership
- Identification of strategic issues and options
- Evaluation of strategic options
- Implementation of strategic options