

Strategic Management

The module Strategic Management introduces the concepts and processes underlying environmental scanning, and strategy formulation, implementation, and control. The module also introduces students to a wide variety of modern strategy frameworks and methodologies in order to analyze both the external (market) and internal (organizational) forces that shape firm performance and to develop the skills needed to be a successful manager with responsibility for the performance of a firm or business unit within a firm. Students may apply these knowledges in case analysis and readings in order to explore a wide range of strategic problems, focusing particularly on the sources of competitive advantage and the interaction between industry structure and organizational capabilities.

Module code

MANG 452

Semester

6th Semester

Credits

4 ECTS

Language

English

Duration

45 Hours / 2 Weeks

Study Program

For BA Study Programs – Bank Management, Tourism and Hospitality Management, Management of Small and Medium Enterprises

Module Lecturers

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