

Course: Strategic Management

credits: 5

Course code	IFCB19SM1C	Modes of delivery	Tutorial
Name	Strategic Management	Assessments	Strategic Management 1 - Other assessment
Study year	2022-2023		
ECTS credits	5		
Language	English		
Coordinator	J. Kets		

Learning outcomes

1. The student can make an internal and external analysis for an international organization.
2. The student can apply strategic management models in a given case or problem for a client
3. The student can translate global strategic statements to concrete steps which has to be taken to reach strategic goals.
4. The student is able to recognize the theory on strategic management and apply it in a given case
5. The student is able to analyze a given case and come up with recommendations.

Content

During this course you will learn about strategic decisions within a company. You will learn different strategic models and how to analyse and apply them to an organization. During a simulation you will bring the theory into practice. After the course you can translate global strategic statements to concrete steps which has to be taken to reach the strategic goals.

Included in programme(s)

International Finance & Control

School(s)

School of Business, Marketing and Finance

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