

Course: Strategic Management 2 -assignment**credits: 1**

Course code	MRVH73STM2B	Modes of delivery	Education
Name	Strategic Management 2 -assignment	Assessments	STM2B-assignment - Assignment
Study year	2025-2026		
ECTS credits	1		
Language	Dutch, with parts in English		
Coordinator	C. Lammerts		

Learning outcomes

After successfully finishing this course, the student:

- has gained knowledge and insight on contemporary models, theories and concepts on identification and development of strategic options for organizations
- is capable of identifying the strategic directions available for the organization, both in the domestic and international context
- is able to make choices about methods by which to pursue corporate and business strategies being organic growth, acquisitions of alliances
- is able to make strategic choices in the innovation and entrepreneurial strategy of the organization

Content

In the course Strategic Management 2 (STM2) the students will continue their journey on exploring the relevant and contemporary approaches, model, theories and concept of Strategic Management. STM2 focusses specifically on strategic choices as in options for strategy and both the directions of these strategies and the methods by which these strategies could be pursued. The following topics will be addressed:

- Business Strategy
- Corporate Strategy
- International Strategy
- Strategic Innovation & Entrepreneurship
- Acquisitions & Alliances
- Paradoxes in Strategy

The course is offered using both interactive lectures and seminars.

Included in programme(s)

Business Administration in 3 years (old curriculum 2016-2021)

School(s)

School of Business Management