Vak: Strategic Management 2 -assignment — credits: 1

Vakcode	MRVH73STM2B
Naam	Strategic Management 2 -assignment
Studiejaar	2025-2026
ECTS credits	1
Taal	Nederlands
Coördinator	C. Lammerts
Werkvormen	Onderwijs
Toetsen	STM2B -assignment - Opdracht

Leeruitkomsten

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

Inhoud

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.

Opgenomen in opleiding(en)

Bedrijfskunde in 3 jaar (oud curriculum 2016-2021)

School(s)

Instituut voor Bedrijfskunde

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