# Vak: Strategic Management 1A -exam

credits: 2

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| **Vakcode** | MRVP73STM1A |
| **Naam** | Strategic Management 1A -exam |
| **Studiejaar** | 2025-2026 |
| **ECTS credits** | 2 |
| **Taal** | Nederlands |
| **Coördinator** | - |
| **Werkvormen** | Onderwijs |
| **Toetsen** | toets STM1A - Schriftelijk, eigen organisatie |

**Leeruitkomsten**

During the lectures and seminars, the student:

- has gained insight in the role and of relevance strategic management within modern organizations
- has gained knowledge on the history of the development of strategic management
- has insight in the leading practices of strategic management
- is capable of critically analyzing the external environment of an organization from a strategic perspective
- is capable of critically analyzing internal environment of an organization from a strategic perspective
- is capable of building a holistic perspective of the organization using the results of internal and external analysis in order to identify the opportunities and challenges of this organization

During the assignment, the student:

- has developed experience on applying theories, concepts, models and frameworks to analyze organizations
- has learned how to identify challenges and opportunities for the organizations stakeholders
- has developed experience in writing a report on strategic analysis and on presenting these results
- has developed experience of building these results in a team

**Inhoud**

In the STM1 course, students are provided with the contemporary thinking, perspectives practices in the field of Strategic Management. Students will learn of the historical development of the strategic management competences until where it stands today. In the multiple formats used in this course (lecture, seminars and workshops) the student will learn how to analyze both the internal and external environment of organizations form a strategic perspective. Students will do this by using theories, concepts, models and frameworks that are very suitable to be applied in the field of strategic management. By analyzing organizations this way, students will develop a holistic perspective on the challenges and opportunities of organizations, aimed at a successful and sustainable future of its stakeholders.

**Opgenomen in opleiding(en)**

Bedrijfskunde in 3 jaar ( oud curriculum 2016-2021)

**School(s)**

Instituut voor Bedrijfskunde

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