INTRODUCTION

In today’s world, managers are expected to understand the trends shaping the business environment and the strategies that they have to adopt in order to deal with the challenges within increasingly competitive and dynamic markets.

In such an environment, organizations need to constantly renew themselves. Managers need to become change agents contributing with their experience and competencies to decisions about the future strategies of their organizations and taking the responsibility for their implementation.

Strategic Management is a core course that lays the foundations that help define and implement the business and corporate strategies. Participants learn to evaluate the competitive position of the company based on the internal analysis of the organization’s resources and capabilities and acquaints the participants with the workings of the market and economic environment within which the business organizations operate.

AIMS

By the end of the course the participants should be able to:

Identify the main external forces shaping the competitive environment - industry dynamics and environmental threats and opportunities - and critically evaluate the approach to environmental analysis.

Assess the firm’s resources and capabilities and its capacity to generate competitive advantages.

Understand the relationship between the different functional areas and how they are affected and affect the development of a business or corporate strategy.

Develop a global view of organizations and a sound understanding of the processes of management and the changing external context.

METHODOLOGY

The course follows a dynamic based on personal and group participation. Participants are expected to play an active role in developing both their personal skills and their working capacities.

The course deals with the application of ideas and concepts to company problems within the context of real-world business. Theoretical explanations are reduced to a minimum, therefore participants are expected to prepare the reading material and the cases before each session and be able to support their opinions and propositions.

An open, interactive and positive attitude, and a high degree of participation, are key elements for a high return on both time and investment.

EVALUATION

The final evaluation will be calculated as follows:

- 20 % will be based on the quality and regularity of the student’s participation in class.
- 30 % will be based on the group presentations during the course as well as the final group presentation.
- 50% will be based on the final individual exam.
In order to get a passing grade on the subject the participant needs to pass the exam.

BIBLIOGRAPHY

- CHATERJEE, S. Competitive Strategy, HBS Publishing, 2002