

# STRATEGIC MANAGEMENT

by  
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# Synopsis

This course addresses the aspects of strategic management in business environment through approaches and tools for planning and controlling strategy. Topics include the overview of strategic management, internal assessment external assessment, strategy analysis and choice, strategy implementation at numerous functional areas in an organization and lastly strategy evaluation.



# Course Outcome

**At the end of this course, students will be able to:**

1. Identify the strategic management concepts and techniques in business environment.
2. Analyze the strategic management concepts and techniques.
3. Formulate strategy choice for implementation.



END