

STRATEGIC MANAGEMENT

Lesson 1: Overview of Strategic Management

Learning Activities

by
Cheng Jack Kie
Faculty of Industrial Management
jackkie@ump.edu.my



Learning Activities

1. Explain what is strategic management.
2. Define and discuss the differences between vision and mission statements.
3. Describe activities that comprise strategy implementation.
4. Compare the differences of strategy formulation, strategy implementation and strategy evaluation.



Learning Activities

5. What is the vision and mission statement of your university? Conduct a search on the internet, looking at the vision and mission statement of some renowned universities in the world. Compare and discuss your findings.



END