

STRATEGIC MANAGEMENT

Lesson 4: Internal Assessment

Learning Activities

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



Learning Activities

1. Describe how to conduct an internal strategic management audit.
2. Why should internal strategic management audit should be conducted.
3. Explain the differences between internal forces and external forces.
4. Identify several cultural products at your university. Based on your opinion, do these cultural products represent strength or weakness of your university?



Learning Activities

5. Explain activities conducted at each functional areas in a company. How do these activities contribute to the strengths and weakness of the company.



END