

STRATEGIC MANAGEMENT

Lesson 2: External Assessment

Learning Activities

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



Learning Activities

1. Describe how to conduct an external strategic management audit.
2. Why should external strategic management audit should be conducted.
3. What are the five types of external forces that have impact on a company's operation?
4. Explain how to gather external information.



Learning Activities

5. Choose two companies from two different industries, now discuss how the external forces serve as these companies opportunities or threat. Why?



END