AIMS & OBJECTIVES

This course is an introduction to the field of strategic management. It is an integrative capstone course designed to give students an overview of different concepts on business policy and strategy. During the course, students will examine the dynamic nature of today’s organizations and the rewards and challenges for individuals who are members of those organizations. The course has three specific objectives:

   i. Concepts
   ii. Tools
   iii. Cases
2. Develop practical skills for the workplace.
   i. Analytical skills
   ii. Management and Leadership Skills
   iii. Presentation and Communication Skills
3. Immerse in team culture.

REQUIRED TEXT:


COURSE STRUCTURE

This course follows an interactive and team-based approach to class discussions, lectures, and practical exercises. It is structured so as to emphasize continuous assessment, high participation and interactive analysis.

ASSESSMENT

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class Participation</td>
<td>20%</td>
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<tr>
<td>Quizzes &amp; Assignments</td>
<td>20%</td>
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<tr>
<td>Midterm Exam</td>
<td>30%</td>
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<tr>
<td>Group Project</td>
<td>30%</td>
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