



Kiriri Women's University of Science and Technology

FACULTY OF BUSINESS

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Course Code: KBA002

Course Title: *Strategic Management*

Prerequisite: Principles of management

Course instructor: DR.SAMUEL NJUGUNA Email: njugunasamuel2015@gmail.com

Purpose of the Course

This course is designed to provide an opportunity to explore concepts, policies and various aspects of strategic management. The entire strategic planning process will be examined

Expected Learning outcomes

Upon completion of the course the students will

1. Demonstrate understanding of strategic management concepts
2. Describe the concepts of strategies applied in management
3. Comprehend and critically appraise organization design in line with the functional strategy
4. Describe and evaluate the strategy structure.

Contact Hours: 45 Hours

Course content

TOPIC	LESSON	WEEK
1. Introduction	<ul style="list-style-type: none">• Definition of key terms• Importance of strategic management.• Basic elements of strategic management	1

2. Corporate governance	<ul style="list-style-type: none"> • Definition of terms • Role of BOD 	2
	<ul style="list-style-type: none"> • Definition of terms • Role of senior management 	3
3 Strategic decision making	<ul style="list-style-type: none"> • Strategic Audit. • External environment. • Industry analysis. • Internal audit. 	4
	CAT 1	5
4. Strategy formulation	<ul style="list-style-type: none"> • Growth strategies • Diversification strategies 	6
	<ul style="list-style-type: none"> • Michael Porters competitive strategy. 	7
5. Strategy implementation	<ul style="list-style-type: none"> • Implementation process • Culture • structure 	8
	<ul style="list-style-type: none"> • Steps of strategy implementation 	9

	CAT 2	10
6. Evaluation and control	<ul style="list-style-type: none"> • Evaluation and control process • Procedures • Schedules • Budgets 	11
7. Strategic issues in not-for-profit organization	<ul style="list-style-type: none"> • Strategies for NFPO • Sources of funds for NFPI. • Classifications of NFPO • Classifications of NGO 	12
	EXAM	

TERM PAPER: Advice Kenyan government on various strategies to use to expand job opportunities for the youth in order to reduce youth unemployment (30 mks)

Instructional materials (tools)

Lecture method, classroom discussions, presentations, case study analysis, and on-campus research, mid-term assessments and final exams

Course Assessment

The course grades are determined by cumulative performance over all Continuous Assessment Tests (30 Marks) and final Exam (70 Marks).

Recommended reference materials

1. Wheelen; Hunger, D.(2006).Strategic management and business plans.
2. Volberda,H.W;Morgan,E.R;Reinmoeller,P;Hitt,M.A;Ireland,R.D;Hoskisson,R.E.(2011).Strategic management. Competitiveness and Globalisation.1st Edt.southwestern.london.
3. J. Pearl. (2005) *Strategy management*. Boston, McGraw-Hill, 9th Ed.

Textbooks for further reading

4. Thompson. *Strategy management*. New Delhi, McGraw-Hill, 13th Ed. 2003
5. Rowe, Alan J. *Strategy Management and Business*. Addison-Wesley. Massachusetts, 1982
6. Pearce II, John A. *Strategic management. Strategy formulation, implementation and control*. Irwin, USA, 1991

Academic Integrity and Other Management Issues

You are governed by the University code of academic integrity. Class attendance and participation is mandatory. You are responsible for staying in touch with daily course progress and for securing course materials that are handed out in class. Work on course projects/assignments coursework so that deadlines are met. Please also note that you must attend not less than two-thirds of all sessions to be considered as having met the course requirements. Late submission of assignments will not be accepted.

Checked and confirmed by: Head of Department –Business Administration

Sign_____

Approved by: Registrar Academic Affairs

Sign_____.

Date_____Stamp_____