

# COURSE OUTLINE

Year: **2006/2007**

**LEVEL :** III, **TERM 1**

**NAME OF THE SUBJECT:** Strategic Management

**NO. CREDITS:** 4

**NAME OF THE TEACHER:** Derek Fisher

**SHORT CV OF THE TEACHER:**

## SEMESTER 1

**COURSE DESCRIPTION:** ...This course is designed to enable the student to be skilled in the field of management and understand the principles necessary to participate in the global business community.

### COURSE OBJECTIVE

The student will be able to demonstrate a mastery of knowledge in the skills necessary for managers/leaders to be successful and the fundamental principles behind these tactics and strategies .

### COURSE STRUCTURE:

The class will be structured with key projects and assignments that will be required throughout the school term.

### SYLLABUS

SEMESTER 1			
			CLASS SUBJECT
12 Sept -15 Sept	Enrolment / Orientation / Registration Week	Wk 1	Introduction, Class Rules, Course Contract
18 Sept -22 Sept	Teaching Week 1	Wk 2	Strategic Management Role In Europe
25 Oct -29 Oct	Teaching Week 2	Wk 3	Strategic Management Role Globally
02 Oct -06 Oct	Teaching Week 3	Wk 4	What Is Expected Of The Global Manager
09 Oct -11 Oct	Teaching Week 4 12 Oct, 13 Oct Bank Holiday	Wk 5	MNCs, Climbing The Corporate Ladder
16 Oct -20 Oct	Teaching Week 5	Wk 6	Case Study Overview
23 Oct -27 Oct	Teaching Week 6	Wk 7	Project: Sim Manager
30 Oct -03 Nov	Teaching Week 7 01 Nov Bank Holiday	Wk 8	Critical Thinking
06 Nov -10 Nov	Teaching Week 8	Wk 9	Cognitive Thought Process, Mapping the Brain, Limbic System Analysis
13 Nov -17 Nov	Teaching Week 9	Wk 10	Lateral Thinking, Six Hats
20 Nov -24 Nov	Teaching Week 10	Wk 11	Cognitive Sprinting
27 Nov -01 Dec	Teaching Week 11	Wk 12	Mind Mapping
04 Dec -08 Dec	Teaching Week 12 06 Dec – 08 Dec Bank Holiday	Wk 13	Tagging, Working Memory Process
11 Dec –15 Dec	<b>EXAMS</b>	Wk 14	Project: Term Paper
	<b>TOTAL HOURS</b>		

**Course text Books Recommended SEMESTER 1**

**STUDY CASES SEMESTER 1**

UBS, US Army, Boston Consulting Group, TBD,