STS321 Strategic Management (3 units)

Department of Political Science and International Relations

Covenant University
1. STS321
1.1. STS321 Strategic Management (3 units)

Understanding the interface between the vision, mission, goals, objectives, policy, tactics and corporate plan from a company-wide standpoint; emphasis on strategy development, strategic management process; formulation, implementation and evaluation; Swot Analysis; Strategic Analysis techniques; Thinking strategically; concept of strategy; case studies.