

## BUS 412 2019/2020 SESSION TIMELINE

*2019/2021 Academic Calendar: Continuation of Lectures -25<sup>th</sup> January 2021; End of Lectures – 27<sup>th</sup> March, 2021 (Meaning that we have 9 weeks to cover for our lectures)*

An introduction to Strategic Management: Definitions and concepts.

1. Strategic Management and Management (Benefits)
2. The Changing Organizational Environment (Recap of 1-3 ) Nmadu – 28<sup>th</sup> January 2021
3. Setting mission, vision, strategic business objectives (Dakung & Preview of Case analyses)  
Pop Quiz - 1<sup>st</sup> to 8<sup>th</sup> February, 2021
4. Environmental appraisal (Internal & External) (Zoakah) Case Analysis – 15<sup>th</sup> to 22<sup>nd</sup> February, 2021
5. Types of strategies: Generic; Competitive; Growth strategies: (Nmadu & Zoakah) - 1<sup>st</sup> to 8<sup>th</sup> March, 2021
6. Choice of strategy (Dakung) case Analysis - 15<sup>th</sup> to 22<sup>nd</sup> March, 2021