

Course Name: Strategic Management

1. Strategic Thinking in a Disruptive World

- **Introduction:** Understanding the nature of disruption and why strategic thinking is essential today.
 - **Section 1:** Characteristics of disruptive environments.
 - **Section 2:** Strategic thinking vs. traditional planning.
 - **Section 3:** Frameworks for dynamic strategic decision-making.
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2. Vision, Mission, and Values Alignment

- **Introduction:** The foundational role of vision, mission, and values in strategic management.
 - **Section 1:** Crafting compelling vision and mission statements.
 - **Section 2:** Aligning values with strategy and organizational culture.
 - **Section 3:** Evaluating and refining over time.
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3. Competitive Advantage in the Digital Age

- **Introduction:** Shifting sources of competitive advantage in a tech-driven world.
 - **Section 1:** Porter's Five Forces and its digital extensions.
 - **Section 2:** Building and sustaining digital capabilities.
 - **Section 3:** Case studies of modern competitive strategies (e.g., platforms, ecosystems).
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4. Strategic Innovation and Business Model Evolution

- **Introduction:** Why innovation is a core component of strategy today.
 - **Section 1:** Types of innovation (incremental, disruptive, architectural).
 - **Section 2:** Business model canvas and value proposition design.
 - **Section 3:** Tools for strategic innovation (e.g., Blue Ocean Strategy).
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5. Strategic Planning under Uncertainty

- **Introduction:** Embracing uncertainty as part of planning.
- **Section 1:** Scenario planning and foresight techniques.
- **Section 2:** Agile and adaptive strategic planning.
- **Section 3:** Risk assessment and resilience strategies.

6. Stakeholder Management and Strategic Communication

- **Introduction:** The importance of stakeholders in the strategy process.
- **Section 1:** Identifying and analyzing stakeholders.
- **Section 2:** Communication strategies in strategic contexts.
- **Section 3:** Engaging stakeholders for strategic alignment.

7. Data-Driven Strategy and Strategic Intelligence

- **Introduction:** Leveraging data and analytics in strategic decisions.
- **Section 1:** Key performance indicators (KPIs) and dashboards.
- **Section 2:** Using AI and big data in strategic analysis.
- **Section 3:** Competitive and market intelligence tools.

8. Strategic Leadership and Execution

- **Introduction:** Bridging the gap between strategy and action.
- **Section 1:** Roles of leadership in strategy implementation.
- **Section 2:** Execution frameworks (e.g., OKRs, Balanced Scorecard).
- **Section 3:** Overcoming execution barriers.

9. Sustainability and Ethical Strategy

- **Introduction:** Why sustainability is now a strategic imperative.
- **Section 1:** ESG (Environmental, Social, Governance) factors in strategy.
- **Section 2:** Ethical decision-making in strategic contexts.
- **Section 3:** Circular economy and long-term value creation.

10. Global Strategy and Strategic Alliances

- **Introduction:** Competing and growing in a globalized economy.
- **Section 1:** Globalization and localization tensions.
- **Section 2:** Entry strategies and cross-border challenges.
- **Section 3:** Strategic alliances, joint ventures, and ecosystem partnerships.