



Syllabus of Module

8. Strategic Techniques and Analysis

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Module Annotation

Strategic management and success is an important component for the functioning and development of an organisation, or the eventual failure of the organisation depends on appropriately selected strategic techniques. The starting tool is a strategic analysis, whose main task is to find out information from the internal and external environment of the organisation, assess it, compare information with other sources, evaluate the situation and create a structured output solution from the data obtained in this way, which will correspond to the planned strategic management procedures. The basic phase of the AIF model – Analysis, Formulation, Implementation – is strategic analysis and its tools and techniques, such as Pestle, SWOT, financial analysis, TQM and others. Since the environment in which strategic management procedures are implemented is subject to dynamic changes, it is appropriate to constantly respond to these changes and, thanks to the strategic analysis, it is necessary to update the process of planned strategic management.

Module Objective

1. Familiarise students with the tools of strategic management.
2. Familiarise students with SWOT, PESTLE, financial analysis, TQM and other strategic techniques.
3. Teach students procedures for creating strategic analysis and strategic decision-making.

Literature

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