

COURSE OBJECTIVES AND COURSE OUTCOMES

S.Y.B.M.S. (SEMESTER - III)

SUBJECT: STRATEGIC MANAGEMENT

Sr. No.	Course Objectives	Course Outcomes
1)	To discuss the concepts in strategy and its application under various management functions	Learners will comprehend the management policies and strategies at every Level to develop conceptual skills in this area as well as their application in the corporate world
2)	To identify the macro and micro aspects of general management and their integrated impact on business operations	Learners can critically examine the management of the entire enterprise from the Top Management viewpoints and they will be able to demonstrate knowledge and implementation of Strategy, Strategic Analysis and Choices and implementation
3)	To explain students on how to integrate and apply their prior learning to various business situations	Learners would develop conceptual skills in this area as well as their application in the corporate world and will be able to understand Strategic Evaluation and Control Techniques and also, about Change Management