

# Programme of the Strategic management module as an ESP material

## General Introduction

### Part I Strategic management and its context

#### Introduction to strategic management

#### The elements of strategy

#### Corporate and competitive strategy

#### Schools of thought in strategic management

### The environmental context

#### Introduction

#### The impact of the 'New Economy '

#### The new agenda sustainable development and corporate social responsibility

#### Two kinds of pressure

#### Anticipating environmental change

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### Part 2 Corporate strategy

#### Introduction

#### Clarification of purpose or mission the starting point for strategic management

#### Introduction

#### Shareholder value

#### The stakeholder approach

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### The role of the parent company

#### Introduction

#### Adding value

#### Parenting styles

Sustaining competitiveness

Strategy and organization at corporate [level]

Reputation, image and brand identity

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## Part 3

Competitive strategy

Introduction

The firm: resources, capabilities and competitive advantage

Introduction

Resources, capabilities and strategy formulation

Fundamentals of resource analysis

Capabilities

Appraising capabilities

Managing capabilities

From resources and capabilities to competitive

## Some helpful references

1. ECONOMIC INSTITUTIONS OF STRATEGY, EDITED BY JACKSON A. NICKERSON Washington University, St. Louis, MO, USA BRIAN QUINN and VERMANN
2. ADVANCES IN STRATEGIC MANAGEMENT, Series Editor: Joel A. C. Baum, 2007,
3. Strategic Management From theory to implementation, 1998 Fourth edition, David Hussey Visiting Professor in Strategic Management, Nottingham Business School, Nottingham Trent University.
4. ADVANCES IN STRATEGIC MANAGEMENT. 2009 Series Editor: Joel A. C. Baum
5. Strategic management, Philip Sadler, 2003, Second edition

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