



# Strategic Management

<b>Project Scope</b>	In this topic, small teams of students will work together to analyse your organisation and develop strategies that address opportunities and challenges relevant to your business and the industry that you operate in. As part of the project, students will conduct a critical analysis of your organisation using strategic business tools such as SWOT (Strengths, Weaknesses, Opportunities, and Threats), PESTEL (Political, Economic, Socio-cultural, Technical, Environmental, and Legal), Porter's Five Forces industry analysis etc.
<b>Intake</b>	This topic is offered during our semester two intake (August–November)
<b>Key Commitments</b>	<ul style="list-style-type: none"><li>• Student/client briefing session (Teaching Week 3)</li><li>• Final student presentations to client (Teaching Week 12)</li></ul>
<b>Project Outcomes</b>	Each student team that you work with will produce two main pieces of work: <ul style="list-style-type: none"><li>• Final Presentation: Students will detail their final research findings and strategic recommendations, and provide details on how they should be implemented.</li><li>• Final Report: The student team will present a professional report outlining all stages of their project research and strategic recommendations.</li></ul>
<b>Mode of Delivery</b>	This program is offered either in person or online.
<b>Participation Fee</b>	There is no participation fee for this program.