



**JOMO KENYATTA UNIVERSITY
OF
AGRICULTURE AND TECHNOLOGY
Mombasa CBD Campus
Master of Science in Project Management Year 1 Semester 1
HEPM 3103: Strategic Management in Project Management**

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INTRODUCTION

The purpose of the course is to enable the learner's gain a comprehensive understanding of Strategic Management and the role it plays in Managing Projects.

COURSE OBJECTIVES

Upon completion of this course, the student will be able to:

- a) Identify the elements of the strategic management model and their interrelationships.
- b) Conduct an external environmental analysis employing appropriate techniques and tools.
- c) Conduct an internal strategic audit employing the appropriate analytical techniques and tools;
- d) Formulate appropriate strategic alternatives for an organization based on the strategy planning process
- e) Address implementation, evaluation and control issues for suggested strategic alternatives.

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