

BUSINESS: MANAGEMENT, BBA

LEARNING OUTCOMES

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1. Analyze organizational capabilities and external opportunities to develop strategies in pursuit of competitive advantages.
2. Assess and respond to different types of change in the competitive environment (technological, rivals' actions, disruption, etc.) that may affect a firm's strategic position.
3. Develop appropriate tactics in competitive and cooperative negotiations to promote team effectiveness, manage conflict, and support organizational strategies when negotiating with external partners.
4. Develop team norms, routines, and structures to maximize team performance and align with organizational goals and strategies.
5. Diagnose management, organizational, and environmental challenges from a change agent's perspective and design interventions to enhance effectiveness and stakeholder value.