

Academic essay

Topic: How can you apply strategic management principles successfully to your life?

Requirements: - two A4 pages lengths - 5 citations of academic articles

The essay should be a reflective mixture of applying strategic management techniques like SWOT, strategic analysis, long term planning, KPIs, performance management and an application to your situation.

Please show analytical and strategic thinking skills and use external sources to inspire and validate your thinking.

The deadline for sending in (avo.schoenbohm@hwr-berlin.de) is: 09-09-2021 at 8:00.

Good luck!

Avo Schönbohm