

SYLLABUS

Date / Revision 11 Apr 2017 / 20 Aug 2017 / PP
Faculty Business and Social Sciences
Study Programs IBA/MGT

SUBJECT: Strategic Management

1 Basic Information

1.01	Subject Name	Strategic Management
1.02	Semester	6
1.03	Level	1
1.04	SKS	4
1.05	Mandatory / Curriculum	D-02
1.06	Subject Code	MGNT-4000
1.07	Subject Code	
1.08	Year	2017 (7)
1.09	Quality Control	Final Test, OFSE, see evaluation
1.10	Limitations	Min 12 and Max 32 students in one class
1.11	Combined with	01:AVI;
1.12	Perquisite	None
1.13	Responsible	Dr. Samuel Prasetya
1.14	Revision	20-08-2017/pp

2 Description of Subject

Class-tested approach to Strategy with new focus on environmental sustainability. By bringing the sustainability theme into focus, this subject equips students with the strategic concepts they will need to know as they face issues such as climate change, global warming and energy availability. These topics through in-class presentations, exercises discussions (both face-to-face and online), readings (from both text and on-line sources), exercises (both individual and group-based), and a variety of graded assignments and tests.

3 Objectives

- the key concepts and principles of strategy formulation and competitive analysis .
- analytical skills, tools and techniques for analyzing a company strategically.
- general management perspective in analyzing a particular company.
- integrate ideas, concepts and theories from previously taken functional courses such as Accounting, Finance and Marketing.
- the ability to think critically and strategically.
- the ability to work in teams.
- the oral and written presentation skills through the analysis and reporting of case situations

4 Competency

After having the course, students are expected to:

- Have a clear understanding of the key concepts and principles of strategy formulation and competitive analysis .
- Have a set of useful analytical skills, tools and techniques for analyzing a company strategically.
- Have the ability to take a general management perspective in analyzing a particular company.
- Have the ability to build on and integrate ideas, concepts and theories from previously taken functional courses such as Accounting, Finance and Marketing.
- Have the ability to think critically and strategically.
- Have the ability to work in teams.
- Have the oral and written presentation skills through the analysis and reporting of case situations

5 Learning Approach / Methodology

- Lectures/ Class contact (time-tabled) supplemented with interactive questions and answers;
- Discuss and describe the solution of the problem in the company;
- Tutorial/Laboratory/Practice Classes: preview of materials, revision and/or reports writing;
- Student Study Effort: homework/assignment; preparation for test/quizzes/ examination.

6 Evaluation

5.1	Absence maximum	25%
5.2	Participation in Discussion	05 Points
5.3	Homework / Classwork	05 Points
5.4	Presentation /Simulation	10 Points
5.5	Daily Quiz	20 Points
5.6	Final Examination	60 Points
	Total	100 Points

7 Text Book and Reference

1	Main Text Book: Strategic Management & Business Policy: Globalization, Innovation & Sustainability, 14th Edition, Wheelen, Hunger, Hoffman & Bamford, Prentice Hall, ISBN # 978-013-3126-129
2	Supplement Textbooks: Hand-outs Journal articles

8 Content / Topics of Lecture

Week	Topics	Content	Remark
1	What Is Strategy and the Strategic Management Process?	Ch 1	
2	Evaluating a Firm's External Environment	Ch 2	
3	Evaluating a Firm's Internal Capabilities	Ch 3	Quiz
4	Cost Leadership	Ch 4	
5	Product Differentiation	Ch 5	
6	Vertical Integration	Ch 6	
7	Corporate Diversification	Ch 7	Quiz
8	Semester break – make-up classes only		
9	Organizing to Implement Corporate Diversification	Ch 8	
10	Strategic Alliances	Ch 9	
11	Mergers and Acquisitions	Ch 10	
12	International Strategies	Ch 11	Quiz
13	Team Case Presentation	Ch 1-11	
14-15	Review of material	Ch 1-11	
16	Semester break – make-up classes only		
17-18	Final Examination	Ch 1-11	