

Course: Management Strategic						
module/course code IAB62010		Student workload X hours 510 Minutes / Week	Credits (ECTS) 4.53 ECTS	Semester 4	Frequency Even semester	Duration X semester(s) 1x / Semester
		Types of Tutorial/Lecture/Response	Contact hours : 150 Minutes / Week		Independent study 360 Minutes / Week	Class size X students 30 students
1	Prerequisites for participation (if applicable) -					
2	Learning outcomes 1. Able to understand various concepts and approaches to strategy, strategic management, cross-functional corporate strategy 2. Able to understand and formulate components/actors/variables of the business environment 3. Able to understand, analyze and formulate corporate environment and strategic needs.					
3	Description: This course is the foundation for the company to create its future. In strategic management, you will learn how to collaborate between business functions such as finance, marketing, HR, production, SIM, and other functions in realizing the company's competitive advantage. In managing this strategy, studying the external environmental aspects of the company that influence the implementation of the company's future strategy, and also studying and formulating the arrangement of the company's internal environment to suit the needs of the future strategy. Various strategic approaches in creating competitive advantage will be discussed in this course.					
4	Subject aims/Content 1. Introduction to Strategic Management 2. External Environment Analysis 3. Internal environment analysis 4. Industry & Portfolio Environmental Analysis 5. Formulation of Vision, Mission and Goals 6. Business & Functional Unit Strategy Formulation 7. Strategy implementation 8. Strategy evaluation and monitoring 9. Entrepreneurship and Innovation Strategy 10. Alliance Strategy 11. Context in strategic management 12. Shifting base of approach in strategy formulation					

5	<p>Teaching methods</p> <ol style="list-style-type: none"> 1. Lectures 2. Discussions 3. Group Works
6	<p>Assessment methods</p> <ol style="list-style-type: none"> 1. Task 2. Mid-Term Exam 3. Final-Term Exam 4. Quiz
7	<p>Other information e.g. bibliographical references</p> <p>Mandatory</p> <ol style="list-style-type: none"> 1. Wheelen, Thomas L, & Hunger, J. David (2013), Strategic Management, Addison-Wesley Publishing Company, Massachusetts <p>Complementary</p> <ol style="list-style-type: none"> 1. Wit, B & Meyer, R. (2005): "Strategy Synthesis – Resolving Strategy Paradoxes to Create Competitive Advantage", Thomson 2005