

Name : Theories in Business Policy and Strategy 3 sks					
module/course code	Student workload	Credits (ECTS)	Semester	Frequency	Duration
IAB91003	510 (minutes/week)	4.53 ECTS	Semester 2	Semester Events	1x per semester
	Types of courses : Lectures, Discussions,	Contact hours : 150 minutes/week		Independent study 360 minutes/week	Class size X students 10 students
1	Prerequisites for participation -				
2	Learning outcomes : <ol style="list-style-type: none"> 1. Students have knowledge about the development of a business strategy paradigm 2. Students are able to formulate business strategies and policies in response to the business ecosystem 3. Students are able to collaborate between business strategy, systems thinking, and learning organizations 				
3	Description This course provides knowledge, skills and abilities to students about the importance think and act strategically in running a business, which includes the concept and scope of strategy and agribusiness policy, the process of formulating a strategy that begins with the process of identifying strategic issues at external environment (macro environment and industrial competition environment) as well as the company's internal environment, various forms of strategic choice, analysis of the formulation of alternative strategies and the process of evaluating alternative strategies.				
4	Subject aims/Content: <ol style="list-style-type: none"> 1. Provide general direction and explanation regarding curricula, books, and assignment systems during the business strategy (M1) course 2. General knowledge of the flow or paradigm of several business strategies (M1) 3. Knowing the development of thinking in general theory of strategy formation (General Theory of Strategy Formation) (M1) 4. Know and understand the creation of competitive advantage through the development of services and innovation (M2) 5. Understand business strategy modeling that collaborates with business ecosystem (M2) 6. Knowing and understanding how to think about business strategy in cybernetic systems, cognitive and human psychology (Cybernetic systems, cognitivist and humanistic psychology) (M3) 7. Know and understand how to think about business strategy in learning organizations and organizational learning and knowledge creation (M3) 				
5	Teaching methods: Lectures, discussion, group discussion				
6	Assessment methods : Assignments, Mid-Term Exam, Final-Term Exam, Quiz				
7	Other information eg bibliographical references:				

	<ol style="list-style-type: none"> 1. Strategy safari: a guided tour through the wilds of strategic management, Henry Mintzberg, Bruce Ahlstrand, Joseph Lampel, 1998 2. Strategic innovation: new game strategies for competitive advantage, Allan Afuah. 2009 3. Tracking: strategies: toward a general theory of strategy formation, by Henry Mintzberg, 2007 4. Service-Dominant Logic: Premises, Perspectives, Possibilities by Robert F. Lusch, Stephen L. Vargo, 2016 5. The Fortune at the Bottom of the Pyramid by C. K. Prahalad, 2005 6. From Adam Smith To Michael Porter: Evolution To Competitiveness Theory; Dong-Sung Cho dan Hwy-Chang Moon, 2002 7. Strategic management and organisational dynamics by Ralph D. Stacey, 2007 8. Competing in a service economy: how to create a competitive advantage through service development and innovation / Anders Gustafsson, Michael D. Johnson, 2003\ 9. Dynamic capabilities : understanding strategic change in organizations; by Constance E. Helfat, 2007 10. Dynamic Capabilities and Strategic Management; D. J. Teece; 2009 11. Business Architecture Strategy and Platform-Based Ecosystems, Young Won Park, Springer, 2018
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