

Name: Theories in Business Policy and Strategy					
module/course code: IAB91003	Student workload: 510 Minutes/Week	Credits (ECTS): 4.53 ECTS	Semester 2	Frequency Even Semester	Duration 1x / Semester
Types of courses: Tutorial/Lecture/ Response		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	Teaching methods: Lectures, Group discussions				
5	Assessment methods: Assignments, Mid-Term Exam, Final-Term Exam, Quiz				
6	Other information e.g. bibliographical references: C.1 Mandatory <ol style="list-style-type: none"> 1. Service-Dominant Logic: Premises, Perspectives, Possibilities by Robert F. Lusch, Stephen L. Vargo, 2016 2. Business Architecture Strategy and Platform-Based Ecosystems, Young Won Park, Springer, 2018. 				