

---

## SYLLABUS

---

<b>Date/ Revision</b>	April 11, 2017
<b>Faculty</b>	Business & Social Sciences
<b>Approval</b>	Dean (Faculty of Business & Social Sciences), Vice Rector (Academic)

---

## SUBJECT : STRATEGIC MANAGEMENT

---

### 1. Identification of Subject:

Name of Subject	:	Strategic Management	
Code of Subject	:	MGNT-4000	MGNT-4001
SKS/ECTS	:	4 SKS	3 SKS
Semester	:	6	6
Lecturers	:	Dr. Samuel Prasetya, Dr. Wiryawan, Norman Yachya, MBA, Dr. I Made Artika, Wulan, MBA & Zairil, MM	
Study Programs	:	B-MGT/B-IBA	B-INE

### 2. 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.

### 3. 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.

### 4. Learning Approach

Approach	: Combination of Expository - inquiry and collaborative
Method	: Discussion, question answer, sample problem, group work
Student Task	: Home work, quizzes

Media : LCD projector, film.

## 5. Evaluation

- a) Absence maximum : 25%
- b) Participation in discussion : 10 points
- c) Problem solving : 10 points
- d) Daily Quiz : 20 points
- e) Final Examination : 60 points
- Total : 100 points

## f) Contents/ Topics of Lecturing:

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
<b>8</b>	<b>Semester break – make-up classes only</b>		
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	<b>Review of material</b>	<b>Ch 1-11</b>	
<b>16</b>	<b>Semester break – make-up classes only</b>		
<b>17-18</b>	<b>Final Examination</b>	<b>Ch 1-11</b>	

## g) Book Reference:

- a) Text Book: Strategic Management & Business Policy: Globalization, Innovation & Sustainability, 14th Edition, Wheelen, Hunger, Hoffman & Bamford, Prentice Hall, ISBN # 978-013-3126-129