

**Strategic Management**

<b>Course Title</b>	Strategic Management		
<b>Course Code</b>	BUS308B	<b>Course Type</b>	Core Business
<b>Credit</b>	3	<b>Contact Hours</b>	45
<b>Prerequisites</b>	BUS325B and FIN305	<b>Co-Requisites</b>	None
<b>Duration</b>	15 weeks	<b>Class Type</b>	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	35	1. Strategic Analysis including analyzing, describing, and understanding the dimensions of external and internal environments of the firm  2. Strategic formulation including different levels of strategy formulation: business-level and corporate-level and their implications in international markets. Student also will Understand the decisions and trade-offs that top managers are facing with when running and setting the future directions for the firm  3. Strategic implementation including describing types of strategic control and their trade-offs as well as recognizing the interrelated roles that accounting, finance, marketing, management, and information systems play in strategy implementation.
2. Asian Expertise	5	
3. Creative Management Mind	30	
4. Cross Cultural Communication	10	
5. Social Responsibility	20	

**Course Description**

In strategic management, people seek to understand how organizations achieve their goals and what organizations can do to improve their ability to do so. The nature of the course places an emphasis on the strategy process which includes situational assessment and analysis, strategy formulation, implementation and evaluation. In addition, it is necessary to pay attention to an always-changing international environment and its cultural, political and legal aspects.

**Learning and Teaching Structure**

Each session aims at acquiring a broad range of theoretical as well as hands-on knowledge and practicing different skills. Therefore, the structure of each meeting is different. I emphasize group learning, communication skills and self-study. It is of extreme importance that you read the obligatory literature before you attend the session. Since the course's success is largely depending on your commitment and input, I expect an active and positive learning attitude.

Assessment	%	Text and Materials
Attendance	20	Title(s): Theory of Strategic Management 10th Edition. Charles W. Hill and Gareth R. Jones  Additional readings a. Porter, M.E. 1996. What is strategy? Harvard Business Review, 74(6), 61-78. b. Other readings can be assigned during the semester
Team work	30	
Midterm Examination	15	
Hot seats, quizzes, class participation	15	
Individual case	20	

**Course content by Week**

1	Introduction to the course: What is strategy
2	Strategic Leadership: Managing the Strategy-Making Process for Competitive Advantage
3-4	External Analysis and Internal Analysis
5-6	Building Competitive Advantage through Functional-Level Strategy and Business-Level Strategy
7	Business-Level Strategy and the Industry Environment
8	Midterm Exam
9	Corporate-Level Strategy: Related and Unrelated Diversification
10-11	Strategy in the Global Environment and Case discussion
12	Strategy and Technology
13	Corporate Performance, Governance and Business Ethics
14-15	Case discussion and Individual Case