

Strategic Management

Course Title	Strategic Management		
Course Code	BUS611	Course Type	Core
Credit	3	Contact Hours	45 Hours
Prerequisites	BUS508, FIN501, MKT500	Co-Requisites	None
Duration	15 Weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	30	1. Industry environmental analysis and assessment of industry potential
2. Asian Expertise	25	2. Assessment of internal capabilities
3. Creative Management Mind	25	3. Formulation of strategies using industry and competitive analysis and internal analysis
4. Cross Cultural Communication	0	4. Constructing and evaluating Business Models
5. Social Responsibility	15	5. Technology and Strategy
		6. Strategy in the Asian context
		7. Diversification and Growth
		8. Social responsibility and ethics in strategy formulation

Course Description

This course is about firm strategy and competitive advantage. The course aims to partially fulfill the following elements of Solbridge Mission: Global Perspective, Asian Expertise, Creative Management Mind and Social Responsibility. To this end, students will be equipped with conceptual and analytical tools needed for strategic analysis and formulation. Classroom case discussions and conceptual material will cover a wide range of countries from Australasia, Europe and the Americas. At the same time, strategy making within the Asian context will be specifically addressed. Issues of corporate governance and social responsibility will also be discussed during the semester.

Learning and Teaching Structure

The course will be conducted using Moodle, and all students must familiarize themselves with Moodle usage. There will be no printed notes, and most of the distributed material will be in the electronic form with a few exceptions. All submissions by students will also be in the electronic form through Moodle.

Assessment	%	Text and Materials
Attendance	20	Title: Strategic Management and Competitive Advantage Edition: 5 th edition Author(s): Jay Barney & William Hesterly Publisher: Pearson ISBN-13: 9780132560450
Individual Case Reports	15	
Strategic Audit (Team)	30	
Class Contribution	5	
Midterm Exam	15	
Final Exam	15	

Course content by Week

1	Course outline and Introduction to Strategy
2	Analyzing the External Business Environment; Internal Analysis: Competencies, Competitive Advantage and Profitability; Case and Exercise
3	Analyzing the External Business Environment; Internal Analysis: Competencies, Competitive Advantage and Profitability; Case and Exercise
4	Case Discussion; Functions and Strategy
5	Business Level Strategies; Case Discussions and Exercises; Business Models
6	Business Level Strategies ; Case Discussions and Exercises; Business Models
7	Case Discussion
8	Midterm Examination
9	Corporate Strategies; Case Discussion
10	Corporate Strategies; Case Discussion
11	In Class Simulation
12	Corporate Social Responsibility
13	Social Responsibility; Taking Up the Slack
14	Strategic Audit Presentations Teams 1-3
15	Final Exam