

Course Syllabus

1. **Name of Curriculum** Bachelor of Business Administration
Mahidol University International College
2. **Course Code** ICMB 431 **Course Title** Strategic Management
3. **Number of Credits** 4 **(Lecture / Lab)** (4-0)
4. **Prerequisites** ICMB 232, ICMB 351, ICMB 371, Seniors only
5. **Type of Course** Core Course
6. **Semester / Academic Year** First, Second and Third / 2004

7. Course Description

The fundamental elements of organizational management strategy. Study the process and framework of strategic management, examining both the internal and external environments, identifying the mission of the organization, organizational objectives and policies and business strategies.

8. Course Objectives

- a. To stress the importance of domestic and international companies achieving strategic competitiveness in order to survive.
- b. To examine how to determine the most appropriate business policies using the strategic management process.
- c. To understand why the strategic management process, the core of business policies, is critical to an organization's success and future.
- d. To examine the context of globalization and why success in the world-wide competitive landscape requires specific capabilities without which an organization will stagnate.
- e. To improve the research and thinking ability of students by involving them in

the analysis of major real-life case studies.

9. Course Outline

Week	Topic			Instructor
	Lecture / Seminar	Hour	Lab.	
1	<ul style="list-style-type: none"> ❖ Introductions and Methodology ❖ The Nature of Strategic Management ❖ What is Strategic Management? 	4	0	Len MacKay-Cruise
2	<ul style="list-style-type: none"> ❖ The Strategic Management Model ❖ Benefits of Strategic Management ❖ Key Terms in Strategic Management 	4	0	Len MacKay-Cruise
3	<ul style="list-style-type: none"> ❖ The Business Mission: <ul style="list-style-type: none"> ✓ What do we want to become? ✓ What is our business? 	4	0	Len MacKay-Cruise
4	<ul style="list-style-type: none"> ❖ Importance of Vision and Mission Statements ❖ "30 Tips for Success in Case Analysis" 	4	0	Len MacKay-Cruise
5	<ul style="list-style-type: none"> ❖ The External Assessment ❖ Key External Forces ❖ The process of Performing an External Audit 	4	0	Len MacKay-Cruise
6	<ul style="list-style-type: none"> ❖ Competitive Issues to be considered ❖ Forecasting Tools and Techniques 	4	0	Len MacKay-Cruise
7	<ul style="list-style-type: none"> ❖ The Internal Assessment ❖ The Process of performing an Internal Audit ❖ Integrating Strategy and Culture ❖ Check Lists for Functional Departments 	4	0	Len MacKay-Cruise
8	<ul style="list-style-type: none"> ❖ Strategies in Action ❖ Types of Strategies ❖ Michael Porter's Generic Strategies ❖ Ways of achieving Strategies 	4	0	Len MacKay-Cruise

9	<ul style="list-style-type: none"> ❖ Strategy Analysis & Choice ❖ The Politics of Strategy Choice ❖ The Process of Generating & Selecting Strategies ❖ The Matching Stage ❖ Use of the Grand Strategy Matrix 	4	0	Len MacKay-Cruise
10	<ul style="list-style-type: none"> ❖ Implementing Strategy: Management Issues ❖ Matching Structure with Strategy 	4	0	Len MacKay-Cruise
11	<ul style="list-style-type: none"> ❖ Implementing Strategy: Marketing, Finance / Accounting, R&D, and CIS Issues ❖ Strategy Review, Evaluation, and Control ❖ Characteristics of an Effective Evaluation 	4	0	Len MacKay-Cruise
12	Final Examination			
Total		44	0	

10. Teaching Methods

Combination of various methods: Lecture, Constant Interaction, Major Case Study Projects, Quizzes Designed for “Thinking Out of the Box”

11. Teaching Media

Overheads, Power Points, Newspaper Clippings, Alumnus Guest Speaker.

12. Course Assessment	Major Case Study Project	35%
	Mid-Term Examination	25%
	Final Examination	40%

13. Course Evaluation

Numerical grading system based on 100.

14. Reference

- “Strategic Management” – Concepts and Cases, Thompson – Strickland –

International edition.

- “The Ultimate Strategy Library”, John Middleton

15. Instructors

Senior Fellow Len MacKay-Cruise

16. Course Coordinator

BA Division Chairman