



## COURSE SYLLABUS

# WARMADWA UNIVERSITY STRATEGIC MANAGEMENT AND PLANNING

WIP33B10

International Program



## STRATEGIC MANAGEMENT AND PLANNING

5 ECTS

### COURSE DESCRIPTION

This course covers the key concepts, tools, and principles of strategy formulation and competitive analysis. This relates to decisions and actions that affect the performance and viability of business. The program is focused on information, analysis, organizational processes, and business valuation skills managers should use to design strategy, position their business, determine the boundaries of a firm and maximize long-term profitability in the face of uncertainty and competition.

Strategic Management is an integrative and interdisciplinary course. This assumes a broad view of the environment that includes buyers, suppliers, competitors, technology, economics, capital markets, governments, and global factors and views the external environment as dynamic and characterized by uncertainty.

The course takes a general management perspective, views the company as a whole, and examines how the policies in each functional area integrated into overall competitive strategy. The main strategic business decisions concerned in this course involves choosing competitive strategies, create and maintain a competitive edge, define the boundaries of a firm and allocate critical resources. Such a decision can only be applied effectively using holistic view of a company, and in the long term.

It is desired that participating students have prior knowledge In Business Management and Economics.

### OBJECTIVES

By the end of this course, students should be able:

- To understand the concept of strategy and industry and competitive analysis.
- To describe resources and capabilities and the nature & sources of competitive advantage.
- To explain competitive dynamics, competitive dynamics in technology-based industries, global strategy, diversification strategy, and vertical integration.

### LECTURING METHOD

This course will use lecturing activities, discussion, homework, presentation and classroom assignment method.

### ASSESSMENT METHOD

Class attendance 10 %,  
Class participation and assignments 30 %,  
Mid-term exam 30 %,  
Final exam 30 %

