COURSE SYLLABUS

WARMADEWA UNIVERSITY
STRATEGIC MANAGEMENT AND PLANNING

WIP33M10

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 %

ACADEMIC RESEARCH

This course includes an academic research paper that must be completed during your semester. It will be based on a topic given by the lecturer and requires comprehensive research by the student. This paper will consist of methodological analysis of the latest literature and be handed in at the end of the semester. The academic research will be included in the final course grade.

LECTURERS

Dr. Ketut Arnaya, S.E., M.M.
Dr. Ni Luh Putu Indiani, S.E., M.M.
Ni Kd Sioaji Yamayanti, S.E., MBA

LECTURE TOPICS

Week	Lecture Topics
1	The Concept of Strategy
2-3	Industry & Competitive Analysis
4-5	Resources and Capabilities
6-7	The Nature & Sources of Competitive Advantage
8	**Middle Test**
9	Competitive Dynamics
10-11	Competitive Dynamics in technology-based industries
12-13	Global Strategy
14	Diversification Strategy
15	Vertical Integration
16	**Final test**

WORKLOAD

STRATEGIC MANAGEMENT AND PLANNING
16 weeks

		Weeks per semester																TOTAL hrs
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
	Homework, assignments	2	2	2	2	2	2				2	2	2	2	2			24
	Workshops			4														4
	Exam preparation							9							10			19
	Company visits, excursions									4								4
INDEPENDENT	Preparation for presentations and papers		2		2		2				2		2		2			12
WORK	Preparation for class	2	2	2	2	2	2				2	2	2	2	2	2		24
	Follow-up for class	1	1	1	1	1	1				1	1	1	1	1	1		12
	Final essay paper														10			10
	Academic Research														20			20
	Course evaluation															2		2
	Workshops and Excursion Paper			2								2						4
																		135
HRS OF EXAMS									2							2		**4**
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~2	2	2	2	2	2	2	2			2	2	2	2	2	2		**26**
	TOTAL WORKLOAD PER COURSE (HOURS)																	**165**
	TOTAL ECTS																	**5**