



Course Syllabus

01132413 Strategic Management 3(3-0)

1. Course code: 01132413 Course name: Strategic Management
Total credits: 3(3-0)
Prerequisite (course code and course name): None
Section: 1
Day and Time: See Class Timetable
Room: n/a

2. Faculty of Business Administration

3. Lecturer(s): 1. Assistance Professor Dr.Nirundon Tapachai (Course coordinator)
2. Dr.Nantawut Leeamornsiri

4. Course Objective(s)

1. To develop capacity to think strategically about a company in terms of how it can be positioned and gain sustainable competitive advantage, and how its strategy can be implemented and executed successfully.
2. To build skills in conducting strategic analysis in a variety of industries and competitive situations.
3. To provide hands-on experience in formulating strategies in different level, reasoning carefully about strategic options and evaluating alternatives, and making strategic decisions and figuring out how to implement them successfully.
4. To improve ability to manage the organization process by which strategies get formed and executed, and to build your confidence in being able to perform the tasks of a strategy-maker and strategy-implementer.
5. To make a student more conscious about and appreciate the importance of corporate governance and ethical practices.
6. To gain more insight into the role of leadership and entrepreneurship in strategic thinking and managing.

5. Course Description:

A capstone course providing the integration of functional areas of business administration into a realistic applicable approach to business situation. The course addresses strategic management process which begin from strategy formulation at corporate level, business level and functional level. The second stage will be strategy implementation and control which includes organizational design, management control system and resource management

6. Measures of Achievement:

	Percent
10.1 Personal	10
10.2 Group Case Assignment/ Presentation	15
10.3 Industry & Annual Report Analysis/Presentations	15
10.4 Company Case Analysis/Presentations	20
10.5 Exam	<u>40</u>
Total	<u><u>100</u></u>

7. Grading

86-100	=	A
80-85	=	B+
74-79	=	B
68-73	=	C+
62-67	=	C
56-61	=	D+
50-55	=	D
0-49	=	F

8. Textbook and Readings

Main Text

- Wheelen, L.T., and David Hunger, 2010. *Strategic Management & Business Policy: Achieving Sustainability (12/E)*. Pearson

Referred Text

- Arnoldo C. Hax, and Nicolas S. Majluf, 2004. *The Strategy Concept and Process: A Pragmatic Approach (2nd Edition)*
- Andrew Campbell and Kathleen Sommers Luchs (editors).1992. *Strategic Synergy*. Butterworth-Heinemann.
- Bob de Wit and Ron Meyer. 1998. *Strategy: Process, concept, context (2nd Ed)*. Thompson Learning.
- Eric Rasmusen. 2001 (Editor). *Reading in Games and Information*. Blackwell.
- David, R. Fred, 2005, *Strategic Management: Concepts and Cases (10th Edition)*, Prentice-Hall.
- Garth Saloner, Andrea Shepard and Joel Podolny. 2001. *Strategic Management*. John Wiley.
- Henry Mintzberg, Bruce Ahlstrand and Joseph Lampel. 1998. *Strategy Safari*. Prentice Hall - Europe.
- Hitt, A. Michael, R. Duane Ireland and Robert E. Hoskisson. 2009. *Business Strategy*. Thompson Learning.
- Mariana Mazzucato (Editor), 2002. *Strategy for Business: A Reader*. Sage Publication.
- Robert S. Kaplan and David P. Norton. 2001. *The Strategy-Focused Organization*. HBS Press.
- Susan Segal-Horn (Editor). 1998. *The Strategy Reader*. Blackwell.
- Thompson, A. A. Jr., and Strickland, A. J., 2003. *Strategic Management: Concepts and Cases*, 13rd. Edition, McGraw-Hill International Edition,

9. Class Schedule

Week	Topics and Details	Assignments
1 NT	Course Overview Strategic Management and Strategic Competitiveness	Mission Statement Analysis
2 NT	The External Environment	Case Study Analysis Assignment (Team Project)
3 NT	The Internal Environment	Case Analysis
4 NT	Strategy Formulation: Situation Analysis	Case Analysis
5 NT	Strategy Formulation: Corporate Strategy	Case Analysis
6 NT	Strategy Formulation: Functional Strategy & Strategic Choice	Case Analysis
7 NT	Strategy Formulation: Business Level Strategy	Case Analysis
8 NT	Strategy Formulation: International Strategy	Case Analysis
9 NL	Organization Structure for Strategy	

10 NL	Acquisition & Restructuring Strategies	
11 NL	Functional level Strategy	
12 NL	Strategic Leadership	
13 NL	Corporate Governance	
14 NL	Strategic Control	
15 NT	Paper Presentation	

Please note:

NL: Dr.Nantawut Leeamornsiri

NT: Asst.Prof.Dr.Nirundon Tapachai