

NO.	TITLE		
1.	Subject	Strategic Management	
2.	Subject Code	DHRM 704	
3.	Status	Major	
4.	Credit Hours	3	
5.	Semester	Semester 7, Year 3	
6.	Objectives	<ul style="list-style-type: none"> - To develop an understanding of strategic management concepts, research and theories. - To develop a framework of analysis to enable a student to identify central issues and problems in complex, comprehensive cases. - To develop and suggest alternative courses of action and to present well-supported recommendations for future action. 	
7.	Learning Outcome	<p>At the end of the lesson, the student will be able:</p> <ul style="list-style-type: none"> - to understand the strategic management concepts; - to formulate various strategies according to the industry needs; - to justify the reasons of various strategic choice; - to demonstrate theoretical and integrated applications of concepts, models and techniques associated with strategic management - to analyse and synthesize arguments focusing on the development of strategic choice matrix. 	
8.	Synopsis	<p>This unit will introduce the students to the meaning of strategic management and the importance of strategy in producing quality and effective management. In this matter, students are thought on the management concepts, theories and relevant cases. The above understanding provides the capability to design suitable strategy for organisations.</p>	
9.	Syllabus and Contact Hours	Syllabus	Contact Hours
		1. Basic Concepts of Strategic Management <ul style="list-style-type: none"> - Models of Strategic Management - Benefits of Strategic Management 	4
		2. Environmental Scanning and Industry Analysis <ul style="list-style-type: none"> - Identifying external environmental variables - Porter's approach to Industry Analysis - Industry evolution 	4
		3. Internal Scanning: Organisational Analysis <ul style="list-style-type: none"> - Scanning organisational structures - Corporate culture - Strategic functional issues - Value-chain analysis 	4
		4.Strategy Formulation	4

		<ul style="list-style-type: none"> - Situational analysis: SWOT - Generating a strategic factors analysis - Review of mission and objectives in formulating strategies 	
		<p>5. Generating Strategies</p> <ul style="list-style-type: none"> - Intensive strategies choice - Integrative strategies - Diversification strategies - Defensive strategy 	4
		<p>6. Developing or Generating Strategies Using a Tows Matrix</p> <ul style="list-style-type: none"> - Constructing the 9 cell strategy - Applying Porter's Competitive Strategy - Strategic Practice Exercise – Assignment 	4
		<p>7. Strategy Formulation: Functional Strategy</p> <ul style="list-style-type: none"> - Core competencies - Marketing, financial and HR strategy - Selection of the best strategy - 	4
		<p>8. Strategy Implementation</p> <ul style="list-style-type: none"> - Developing programs, budgets and procedures - Reengineering and strategy implementation - Designing subs to implement strategy - Leading and managing corporate culture 	5
		<p>9. Evaluation and Control</p> <ul style="list-style-type: none"> - Measuring performance of top management - Measuring performance of divisional and functional - Problems in measuring performance - Using strategic incentive and strategic audit to evaluate corporate performance 	5
		<p>10. Others Strategic Issues</p> <ul style="list-style-type: none"> - Turbulent environment - Strategy in changing world - Strategic issues in small business, non-profit organisation, etc. 	4
		TOTAL	42
10.	Main Reference	David, F. R. (2003). <i>Strategic Management: Concepts and Cases</i> (9 th ed.). Prentice Hall International Inc.	
11.	Additional Reference	Dobson, P., & Starkey, K. (2004). <i>Strategic Management: Issues and Cases</i> (2 nd ed.). London: Blackwell Publishing.	