



UNIVERSITI TEKNOLOGI MARA

MAF745: ADVANCED STRATEGIC MANAGEMENT

Course Name (English)	ADVANCED STRATEGIC MANAGEMENT APPROVED	
Course Code	MAF745	
MQF Credit	5	
Course Description	MAF745 primary aim is to provide students with a comprehensive understanding of the issues and techniques of strategy. The students will also be equipped with the skills and capabilities of the strategic leaders of organisations, enabling them to create the vision and direction for the growth and long-term sustainable success of the organization. It includes managing and leading change within the process of strategy formulation and implementation.	
Transferable Skills	Knowledge, Analytical Thinking, Digital Skill, Leadership Skill and Ethics	
Teaching Methodologies	Lectures, Case Study, Discussion, Presentation, Journal/Article Critique	
CLO	CLO1 Explain the purpose of strategy as a foundation of strategic management for the organization CLO2 Analyze organizational ecosystem and strategic options in making strategic choices to support strategic implementation and control for the organization CLO3 Integrate digital transformation through various digital strategies in the organization. CLO4 Propose change leadership processes in support of strategy implementation (A5) CLO5 Adhere to ethics and professionalism in performing tasks related to advanced strategic management (A4)	
Pre-Requisite Courses	No course recommendations	
Reading List	Recommended Text	• KAPLAN PUBLISHING. 2019, <i>E3 STRATEGIC MANAGEMENT - STUDY TEXT.</i> , 2019 Ed., 1 - 13, Kaplan Publishing Great Britain [ISBN: 9781787401952]
	Reference Book Resources	• Gerry Johnson,Richard Whittington,Patrick Regner,Kevan Scholes,Duncan Angwin 2017, <i>Exploring Strategy Text and Cases</i> , 11 Ed., 1 - 16, Pearson Education Limited United Kingdom [ISBN: 9781292145129]
Article/Paper List	This Course does not have any article/paper resources	
Other References	• n/a <i>Financial Management Professional Journal – CIMA (UK)</i> • n/a <i>Fortune Magazine</i> • n/a <i>The Edge</i> • n/a <i>Malaysian Business Review</i> • n/a <i>Malaysian Business Review</i>	