



UNIVERSITI TEKNOLOGI MARA

EDM705: STRATEGIC MANAGEMENT FOR EDUCATIONAL LEADERS

Course Name (English)	STRATEGIC MANAGEMENT FOR EDUCATIONAL LEADERS APPROVED
Course Code	EDM705
MQF Credit	3
Course Description	Strategic planning is an important element in ensuring the success of a program. A sound strategic plan should serve as a framework for decisions or for securing support/approval, and provide a basis for more detailed planning, explain the institution business to others in order to inform, motivate. It assists in benchmarking and performance monitoring and stimulate change and even becomes building block for next plan. However, strategic management can be defined as the art and science of formulating, implementing, and evaluating cross-functional decisions that enable an educational organization to achieve its objectives. Thus, this course introduces students to the fundamentals of strategic management, namely the identification of vision, mission, objectives and strategic goals, procedures for conducting SWOT analysis, and then develops educational strategies and formulates the relevant strategic plan. Besides that, students will also be involved in the discussion of issues and challenges of implementing the educational strategic plan, and strategies to evaluate and revise the educational strategic plan.
Transferable Skills	Decision Making Skills, Problem Solving Skills, Critical Thinking Skills
Teaching Methodologies	Lectures, Blended Learning, Case Study, Discussion, Presentation
CLO	<p>CLO1 Identify the educational institution/organization vision, mission, objectives and strategic goals.</p> <p>CLO2 Analyze educational strategies to produce effective teaching and learning environment.</p> <p>CLO3 Develop a relevant strategic plan for educational institutions/organizations.</p> <p>CLO4 Evaluate overall educational strategies and strategic plan.</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Course-EDM 705 1.1) n/a	
2. Vision, Mission, Objective and Goals 2.1) n/a	
3. Internal Analysis 3.1) n/a	
4. External Analysis 4.1) n/a	
5. SWOT Analysis 5.1) n/a	
6. Educational Strategies 6.1) n/a	
7. Formulating Strategic Plan 7.1) n/a	
8. Implementing Educational Strategies: Management and Operations Issues 8.1) n/a	
9. Strategy Review, Evaluation, and Control 9.1) n/a	

10. Presentation of Strategic Plan 10.1) n/a
11. Article Review and Presentation 11.1) n/a
12. Quiz 12.1) n/a
13. Discussion of Case Study 13.1) n/a

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Case Study	n/a	40%	CLO4
	Group Project	n/a	20%	CLO3
	Journal/Article Critique	n/a	20%	CLO2
	Quiz	n/a	20%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> David, F. R & David, F. R.. 2017, <i>Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition Paperback</i> 16 Ed., Pearson Prentice-Hall. South carolina [ISBN: 13: 978-12921] Fred R. David, <i>Strategic Management: A Competitive advantage approach, concepts and cases</i>, 16 Ed., Pearson [ISBN: 978-1-292-148]
	Reference Book Resources	<ul style="list-style-type: none"> Bourgeois, III, L.J. 1996, <i>Strategic Management from Concept to</i> , Ed., , The Dryden Press. [ISBN:] Fidler, B. 2002, <i>Strategic Management for School Development L</i>, Ed., , Paul Chapman Publishing. [ISBN:] Sergiovanni, T.J., Kelleher, P., McCarthy, M. 2004, <i>Educational Governance and Administration (5t</i>, Ed., , Pearson. [ISBN:] Hoy, W.K. & Miskel, C.G. 2004, <i>Educational Administration: Theory</i> , Ed., , McGraw-Hill. v [ISBN:] Kowalski, T.J. 2005, <i>Case Studies on Educational Administration (4</i>, Ed., , Pearson. [ISBN:] Hitt, Ireland & Hoskisson 2005, <i>Strategic Management: Competitiveness and</i> , Ed., , Thomson, South-Western. [ISBN:]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	