



UNIVERSITI TEKNOLOGI MARA

SMG605: STRATEGIC MANAGEMENT IN SPORT ORGANIZATION

<b>Course Name (English)</b>	STRATEGIC MANAGEMENT IN SPORT ORGANIZATION <b>APPROVED</b>
<b>Course Code</b>	SMG605
<b>MQF Credit</b>	3
<b>Course Description</b>	This course provides students with strategic management deals in various aspects of problem solving and decision making responsibilities as manager in organization. This subject is concerned with the integration of all functional areas of business into a balanced view of an enterprise. It is essential to note that this is an applied subject using the case method approach or method to problem solving, creative thinking, and decision making. Students will be expected to apply knowledge from all their business subjects.
<b>Transferable Skills</b>	Critical Thinking and Problem-solving Skills Entrepreneurial Skills Team Skills
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Case Study, Problem Based Learning (PBL), Discussion, Presentation
<b>CLO</b>	CLO1 to be familiar with and understand the concept of strategic planning and management of sport organizations CLO2 outline a conceptual framework on alternative course of actions to issues and problem in the management of an organization. CLO3 demonstrate problem solving strategies applicable to the identified organization CLO4 Apply strategy evaluation on leadership in the management of an organization.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. INTRODUCTION TO STRATEGIC MANAGEMENT</b> 1.1) Nature of strategic Management 1.2) Strategic Management Model 1.3) Importance/Benefits of Strategic Management	
<b>2. THE ORGANIZATION MISSION</b> 2.1) Importance of vision and mission statement 2.2) Characteristics of a mission statement 2.3) Mission statement components	
<b>3. THE EXTERNAL ASSESSMENT</b> 3.1) The Nature of External Audit 3.2) EFE Matrix 3.3) CPM Matrix	
<b>4. THE INTERNAL ASSESSMENT</b> 4.1) The Nature of Internal Audit 4.2) IFE Matrix	
<b>5. STRATEGIES IN ACTION</b> 5.1) Long Term Objectives 5.2) Types of Strategies 5.3) Means for achieving strategies	
<b>6. STRATEGY ANALYSIS AND CHOICES</b> 6.1) Strategy formulation framework 6.2) Input, Matching and Decision stage	

**7. IMPLEMENTING STRATEGIES**

- 7.1) The nature of strategy implementation
- 7.2) Management & operation issues
- 7.3) Marketing & financial/accounting issues
- 7.4) R & D issues and Management Information system (MIS) issues

**8. STRATEGY EVALUATION**

- 8.1) Strategy evaluation framework
- 8.2) Contingency planning
- 8.3) Auditing

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual assignment	10%	CLO1
	Group Project	Report	20%	CLO2
	Group Project	Presentation	30%	CLO4

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>• Fred R. David 2011, <i>Strategic Management Concepts and Cases</i>, 14th Ed., Prentice Hall [ISBN: 9780132664233]</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Gregory G. Dess, G. T. Lumpkin, <i>Strategic management</i> [ISBN: 9780072509175]</li> <li>• Kandasamy, M. 1999, <i>Malaysian management cases</i>, Pelanduk Publication. Kuala Lumpur:</li> <li>• Wee, E.H., Ong, T.F., &amp; Tan Abdullah, N. D. 2007, <i>Pengurusan Strategik dalam Sukan.</i>, Oxford Fajar Sdn Bhd. Shah Alam:</li> <li>• Chappelet, J.L. &amp; Bayle, E. 2005, <i>Strategic and performance management of Olympic sport organizations.</i>, Human Kinetics Champaign, IL</li> </ul>

<b>Article/Paper List</b>	This Course does not have any article/paper resources
<b>Other References</b>	This Course does not have any other resources