



UNIVERSITI TEKNOLOGI MARA

ADM352: INTRODUCTION TO STRATEGIC MANAGEMENT

<b>Course Name (English)</b>	INTRODUCTION TO STRATEGIC MANAGEMENT <b>APPROVED</b>
<b>Course Code</b>	ADM352
<b>MQF Credit</b>	3
<b>Course Description</b>	This is an introductory course on strategic management. Students will be exposed to key concepts, principles and theories in business strategies. It will cover the various components of strategy formulation, implementation and evaluation. Formulation components include conducting an external and internal analysis, applying SWOT and differentiating among the three levels of strategy (functional, business, corporate). Implementation components include governance, ethics, organisational structure, control systems and culture. Evaluation involves monitoring the execution of strategy to determine the extent strategic goals are being achieved and the degree competitive advantage is being created and sustained.
<b>Transferable Skills</b>	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts Demonstrate ability to communicate clearly and confidently, and listen critically Demonstrate the ability to dream, imagine and visualize Demonstrate enthusiasm, leadership and the ability to positively influence others Demonstrate ability to investigate problems and provide effective solutions. Demonstrate ability to work professionally and contribute positively in a team Demonstrate professional skills, knowledge and competencies.
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Case Study, Tutorial, Discussion, Presentation
<b>CLO</b>	CLO1 • identify the concepts and practice strategic management CLO2 • Describe theories on human issues in managing projects CLO3 • Explain and use contemporary concepts on strategy
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to strategic management</b> 1.1) o Definition of strategic management 1.2) o The strategic management model and process 1.3) o Importance of strategic management 1.4) o Pitfalls of strategic management 1.5) o Guidelines for effective strategic management 1.6) o Human factors in projects – quality, motivation and ethics 1.7) o Global competition	
<b>2. Business vision and mission</b> 2.1) o Vision and mission statement 2.2) o Importance of vision and mission statement 2.3) o Characteristics of mission and vision statement	
<b>3. The external assessment</b> 3.1) o The nature of an external assessment 3.2) o The external forces – opportunities and threats 3.3) o Forecasting tools and techniques 3.4) o The global challenges	
<b>4. The internal assessment</b> 4.1) o The nature of an external assessment 4.2) o The Resource-Based View 4.3) o Integrating strategies and culture 4.4) o The internal forces – strengths and weaknesses	

**5. Strategies in action**

- 5.1) o Long term objectives
- 5.2) o The Balance Scorecard
- 5.3) o Types of strategies
- 5.4) o Means for achieving strategies

**6. Strategy analysis and choice**

- 6.1) o The nature of strategy analysis and choice
- 6.2) o Strategy-formulation framework
- 6.3) o Governance issues

**7. Implementing strategies and issues**

- 7.1) o The nature of strategy formulation
- 7.2) o Principles of organizing in managing projects
- 7.3) o Conflicts and disciplines
- 7.4) o Issues in implementing strategies

**8. Strategy review, evaluation and control**

- 8.1) o The nature of strategy evaluation
- 8.2) o A Strategy-Evaluation Framework
- 8.3) o The Balance Scorecard
- 8.4) o Contingency planning
- 8.5) o Auditing

Assessment Breakdown	%
Continuous Assessment	40.00%
Final Assessment	60.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Written reports	10%	CLO3
	Presentation	Presentation of Written reports	5%	CLO3
	Quiz	Quiz 1	2%	CLO1
	Quiz	Quiz 2	3%	CLO2
	Test	Test 1	10%	CLO2
	Test	Test 2	10%	CLO3

Reading List	Recommended Text	David, F.R. 2006, <i>Strategic Management: Concepts</i> , 11th edition Ed., Prentice Hall Upper Saddle River
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Charles W.L Hill and Gareth R. Jones 8200, <i>Strategic Management: An Integrated Approach</i>, 8th Edition Ed., Houghton Mifflin</li> <li>• Besanko, D., Dranove, D., Shanley, M. and Schaefer, S 2004, . 2004 . <i>Economics of Strategy</i>, 3rd edition Ed., John Wiley New York</li> <li>• Boatright, J 2000, <i>Ethics and the Conduct of Business</i>, Prentice Hall Upper Saddle River</li> <li>• Coulter, M 2005, <i>Strategic Management in Action</i>, Pearson Prentice Hall</li> <li>• De Wit, B and Meyer, R. 1999, <i>Strategy Synthesis</i>, Thomson London</li> <li>• Ghoshal, S, Bartlett, C. and Moran, P., 1998, 'A new manifesto for management', Spring Sloan Management Review,</li> <li>• George, J. and Jones, G. 2002, <i>Understanding and Managing Organisational Behaviour</i>, Addison Wesley</li> <li>• Koch, R. 2001, <i>The Financial Times Guide to Strategy : How to Create and Deliver a Useful Strategy</i>, Prentice Hall Harlow</li> <li>• Lee, D., Newman, P. and Price, R. 1999, <i>Decision Making in Organisations</i>, Pitman FT</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	