



UNIVERSITI TEKNOLOGI MARA

ADS552: STRATEGIC MANAGEMENT

Course Name (English)	STRATEGIC MANAGEMENT APPROVED
Course Code	ADS552
MQF Credit	3
Course Description	This subject will provide students with an understanding of the concepts in strategic management and its importance in managerial decision making. By drawing on real-life examples and case studies, students will be able to examine the practice of strategic management in public and private sectors and evaluate its impact on organizational management
Teaching Methodologies	Lectures, Field Trip, Case Study, Presentation
CLO	<p>CLO1 Analyze business situations and issues in an integrative manner</p> <p>CLO2 Apply suitable techniques to identify strengths and weaknesses, opportunities and threats of organizations</p> <p>CLO3 Consider strategic alternatives and choices given on organization's strengths- weaknesses- opportunities- threats</p> <p>CLO4 Suggest strategies that would be useful to a firm as well as to suggest their implementation.</p>
Pre-Requisite Courses	No course recommendations
Topics	
<p>1. Strategic Management</p> <p>1.1) Definition of strategic management</p> <p>1.2) An outline of the strategic management process</p> <p>1.3) How does strategic management differ from other types of management</p> <p>1.4) Why is strategic management crucial?</p>	
<p>2. The Strategic Management Process</p> <p>2.1) Components of the strategic management process</p> <p>2.2) Three views of the strategic management process: rational planning, incrementalism and organizational learning.</p>	
<p>3. Strategy Formulation</p> <p>3.1) The fundamental elements of strategy</p> <p>3.2) The hierarchy of strategic intent: vision, mission, goals, objectives</p> <p>3.3) Two forms of strategy: intended strategies and realized strategies</p>	
<p>4. Strategic Analysis (External Analysis)</p> <p>4.1) The importance of external environment in shaping strategy</p> <p>4.2) Frameworks for identifying what to analyze: the general environment and the competitive environment</p> <p>4.3) Cooperation in a competitive environment: evolutionary economics and game theory</p> <p>4.4) Processes for analysing the external environment: environmental scanning and scenario planning</p>	
<p>5. Strategic Analysis (Internal Analysis)</p> <p>5.1) The importance of internal environment in shaping strategy</p> <p>5.2) Frameworks for identifying what to assess</p> <p>5.3) Methods of assessing internal strengths and weaknesses</p> <p>5.4) Identifying appropriate comparison standards</p>	
<p>6. Strategic Choices</p> <p>6.1) Generic strategy alternatives</p> <p>6.2) Strategy variations</p> <p>6.3) Strategy choice</p>	

7. Strategy Implementation

- 7.1) Resources and structure needed for strategy implementation
- 7.2) Plan and policy implementation
- 7.3) Leadership implementation

8. Implementing Strategy in Different Settings

- 8.1) Corporate and business
- 8.2) Public and not-for-profit agencies
- 8.3) International setting

9. Evaluation and Control of Strategy

- 9.1) The control and evaluation process
- 9.2) The motivation to evaluate
- 9.3) Criteria for evaluation
- 9.4) Measuring and feedback
- 9.5) Corrective action

Assessment Breakdown	%
Continuous Assessment	40.00%
Final Assessment	60.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Visit to organisation to prepare a report on the strategies used by particular organisation	5%	CLO1 , CLO4
	Case Study	Students are required to prepare the input and matches matrices in order to choose suitable strategies for the decision making	10%	CLO2 , CLO3 , CLO4
	Presentation	Students are required to prepare video presentation	10%	CLO1 , CLO2
	Test	n/a	15%	CLO1 , CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> • John H. Barnett, William D. Winstead 1989, <i>Strategic Management: Text and Concepts</i>, PWS-Kent Pub Co Boston
	Reference Book Resources	<ul style="list-style-type: none"> • Chartered Institute of Management Accountants 1995, <i>Strategic Management Accountancy and Marketing: CIMA practice and revision kit</i>, BPP Publishing London • John A. Pearce, II and Richards B. Robinson, Jr. 1988, <i>Strategic Management: Strategy formulation and Implementation</i>, Homewood, Ill: Irwin • Lloyd L. Byars, W. Rue and Shaker A. Zahra 1996, <i>Strategic Management</i>, Irwin Chicago • Alex Miller and Gregory G. Dess 1996, <i>Strategic Management</i>, Mc Graw-Hill New York • Nutt, P.C and Backoff, R.W. 1992, <i>Strategic Management of Public and Third Sector Organisation</i>, Josey Bass San Francisco • Peter Wright, Mark J. Kroll and John A. Parnell 1996, <i>Strategic Management: Concept and Cases</i>, Prentice Hall Englewood Cliffs, N. Jersey • Samuel C. Certo, J. Paul Peter 1990, <i>Strategic Management: A focus on process</i>, Mc Graw Hill New York • Thomas L. Wheelen and J. David Hunger 1995, <i>Strategic Management and Business Policy</i>, Reading, Mass, Addison-Wesley
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	