



WARMADEWA UNIVERSITY

Course Syllabus

STRATEGIC MANAGEMENT AND PLANNING - WIP33M02

International Program

5 ECTS

1. Course Description

This course covers the key concepts, tools, and principles of strategy formulation and competitive analysis. This relates to decisions and actions that affect the performance and viability of business. The program is focused on information, analysis, organizational processes, and business valuation skills managers should use to design strategy, position their business, determine the boundaries of a firm and maximize long-term profitability in the face of uncertainty and competition.

Strategic Management is an integrative and interdisciplinary course. This assumes a broad view of the environment that includes buyers, suppliers, competitors, technology, economics, capital markets, governments, and global factors and views the external environment as dynamic and characterized by uncertainty.

The course takes a general management perspective, views the company as a whole, and examines how the policies in each functional area integrated into overall competitive strategy. The main strategic business decisions concerned in this course involves choosing competitive strategies, create and maintain a competitive edge, define the boundaries of a firm and allocate critical resources.

Such a decision can only be applied effectively using holistic view of a company, and in the long term.

2. Objectives

By the end of this course, students should be able:

- 1) To understand the concept of strategy and industry and competitive analysis.
- 2) To describe resources and capabilities and the nature & sources of competitive advantage.
- 3) To explain competitive dynamics, competitive dynamics in technology-based industries, global strategy, diversification strategy, and vertical integration.

3. Lecturing Method

This course will use lecturing activities, discussion, homework, presentation and classroom assignment method.

4. Assessment Method

Class attendance 10 %, Class participation and assignments 30 %, Mid-term exam 30 %, Final exam 30 %

5. Lecturers

Team

6. Lecture Topics

Week	Lecture Topics
1	The Concept of Strategy
2-3	Industry & Competitive Analysis
4-5	Resources and Capabilities
6-7	The Nature & Sources of Competitive Advantage
8	Middle Test
9	Competitive Dynamics
10-11	Competitive Dynamics in technology-based industries

12-13	Global Strategy
14	Diversification Strategy
15	Vertical Integration

Workload

STRATEGIC MANAGEMENT AND PLANNING																					
16 weeks																					
				Weeks per semester																TOTAL hrs	
Independent work	Homework, assignments			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	24	
	Workshops						4													4	
	Exam preparation								9									10		19	
	Company visits, excursions												4							4	
	Preparation for presentations and papers				2		2		2			2		2		2				12	
	Preparation for class			2	2	2	2	2	2			2	2	2	2	2	2	2		24	
	Follow-up for class			1	1	1	1	1	1	1			1	1	1	1	1	1		12	
	Final essay paper																	10		10	
	Course evaluation																		2	2	
	Workshops and Excursion Paper							2							2					4	
																				115	
Hrs of exams																				2	4
Mandatory class attendance		Class	Weekly hrs ~2	2	2	2	2	2	2	2			2	2	2	2	2	2	26		
				TOTAL WORKLOAD PER COURSE (HOURS)																145	
				TOTAL ECTS																5	