



UNIVERSITAS PENDIDIKAN NASIONAL (UNDIKNAS UNIVERSITY)
FACULTY OF BUSINESS AND ECONOMICS

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SYLLABUS

MANAGEMENT STRATEGY

BACHELOR COURSE
MANAGEMENT STUDY PROGRAM
COURSE CODE: 11405
5 ECTS

1. PURPOSE:

Students are able to describe and provide an overview of the role of management in creating the company's vision and mission as well as strategies to achieve company goals.

2. COURSE DESCRIPTION:

Strategic Management is a course that aims to provide students with an understanding of the implementation of the strategies carried out by the company in order to realize the company's vision and mission, and achieve the company goals. Students learn how to integrate company functions, optimize company resources and take advantage of opportunities as a basis for establishing strategies to succeed in the competitive market. It is expected that at the end of the course, students can understand the application of appropriate strategies in accordance with the situation and conditions faced by the company. Lectures will dissect cases that occur in companies, from local and national companies to companies operating on global scale. The teaching system uses a combination of presentations and audio-visual media, and involves a lot of student discussions and argumentation.

3. PREREQUISITE SUBJECT : Marketing Management 181404

Vision: Produce graduates who are qualified, competent and entrepreneurial, have character in ethics, morals and honesty and are able to work on national and global level.

4. LEARNING OBJECTIVES:

a. The purpose associated with improving the cognitive abilities of students:

- Students are able to understand the importance of the company vision and mission as a compass and map in determining the company's goals and direction
- Students are able to understand the role of the leaders and management as company pilots in order to direct the company towards achieving the company's goals and objectives
- Students are able to understand internal and external factors as a basis for mapping strengths, weaknesses, opportunities, and threats for the company
- Students are able to understand internal and external factors as a basis for determining appropriate strategies used by companies in facing competition within the industry
- Students have the ability to distinguish and choose the right corporate strategy for the company
- Students have the ability to distinguish and choose the right strategy for business units owned by the company
- Students understand competition on a global scale, and are able to create appropriate strategies based on different geographical regions
- Students are able to analyze cases on the implementation of strategic management that occurs in several companies

b. Objectives related to personality development (soft skills):

- Development of a mindset for understanding problems
- Development of analyzing and providing solutions to a problem
- Development of self-confidence to express and argue opinions
- Development of writing skills
- Development of presentation skills (public speaking)
- Development of collaboration skills
- Development of self-confidence

5. REFERENCES:

1. Thompson, A.A., Gamble, J.E, and Strickland III, A.J. 2004. Strategy; Winning in the Marketplace. McGraw-Hill. New York
2. David, F. R., and David, F. R. 2015. Strategic Management: A Competitive Advantage Approach, Concepts and Cases. Pearson Education. New Jersey
3. Assauri, S. 2013. Strategic Management; Sustainable Competitive Advantage. Rajawali Pers. Jakarta

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6. ASSIGNMENTS:

1. All lecture material (references used) as written in the lecture topics, must be read before attending the lecture.
2. Each meeting, students are required to make a summary of the material to be discussed which is informed 1 week before.
3. After mid-term exam, students will be divided into several groups with assignments to dissect the case of the company under review based on strategic management.

7. LEARNING METHODS:

The learning process will use student-centered learning which encourages students to actively participate in the acquisition of knowledge. The first half of the semester will concentrate on active lecturing which will discuss concepts according to the topics in this syllabus. From thirteenth to fifteenth meeting, Project Based Learning method (PBL) will be used.

8. EVALUATION OF LEARNING:

The evaluation system emphasizes the learning process so that each stage of the student process will be assessed by the lecturer with the following assessment and weighting elements:

No.	Assessment Elements:	Weighting Elements:
1.	Presence	10 %
2.	Quiz	10 %
3.	Mid Semester Test	15 %
4.	Final Test	15 %
5.	Individual Assignments	10 %
6.	Group Assignments	05 %
7.	Activeness in Discussions	20 %
8.	Personality	15 %
	Total	100 %

9. PLAGIARISM:

Plagiarism is to include the words / sentences / ideas of others partly or wholly without mentioning the source. If students enter words / sentences from other authors, the source must be mentioned. Plagiarism also includes copying (copying) part or all of the work of other students or copying (copying) from books, journals, web, newspaper magazines and others. Plagiarism also includes auto-plagiarism, which includes inserting words / sentences / ideas of their own from tasks / papers that have been collected for assessment without mentioning the source. proven to do plagiarism. Sanctions for plagiarism: Papers are given a zero value, maximum E.

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10. LECTURE TOPICS:

Lecture	Subject / Sub-topic	References used
INTRODUCTION		
1	Explanation of syllabus, lecturing methods, ethics and course rules	
INTRODUCTION TO STRATEGIC MANAGEMENT		
2	- Understanding strategy - Understanding strategic management - Company vision and mission	1, 2
STRATEGIC LEADERSHIP		
3	- Understanding leadership - Leader characteristics - Function of leadership in organizational culture	1, 2
INTERNAL ENVIRONMENT ANALYSIS		
4	- Identifying internal factors - Identifying company strengths - Managing company weaknesses	1, 2
EXTERNAL ENVIRONMENT ANALYSIS		
5	- Identifying external factors - Identifying useful opportunities - Managing threats to external factors	1, 2
SWOT ANALYSIS		
6	- Identifying the position of the company - Managing the company's internal factors - Managing the company's external factors	1, 2
STRATEGY CREATION		
7	- Creation of corporate strategy - Michael Porter's generic strategy model - Competitive strategy	1,2,3
8	MID-SEMESTER TEST	

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BUSINESS UNIT STRATEGY

- 9 - The purpose and application of business units
 - BCG Matrix
- 1,2,3

- Business unit strategy

COMPETING GLOBALLY

- 10 - Expanding business globally
 - Market analysis strategy in global competition
 - Implementation of global competition strategies
- 1, 2

11 - 15 CASE PRESENTATION

16 FINAL TEST

11. WORKLOAD

MANAGEMENT STRATEGY

16 weeks

		Weeks per semester																TOTAL hrs	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16		
INDEPENDENT WORK	Homework, assignments		2	2	2	2	2	2			2	2	2	2	2	2		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		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	

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