
STRATEGIC MANAGEMENT BMGMT3202

MODULE DETAILS

Course Location : Cyberjaya
Unit Controller/Examiner: Farshid Shams
Co-examiner :
Pre-requisite : BMGMT2201 Organisational Behaviour
Co-requisite : Nil
Credits : 3
Contact hours : 4 hours (2 hours lecture + 2 hours tutorial)
No. of weeks : 14 teaching weeks + 1 Final examination week + 1 week Midterm Break
No. of assignments : 4
Portfolio : N/A
Venue :
Day :
Time :

Prepared by : Farshid Shams

Checked by :

Signature : Date

Signature : Date

This document comprises the following:

- Essential Information
- Specific Module Information
- Module Rules & Regulations
- Grades
- Plagiarism
- Module Introduction
- Module Aims & Objectives
- Learning Outcome
- Specific Generic Learning Skills
- Syllabus + Lecture Outline
- References
- Assessment Schedule
- Assessment Criteria
- Specific Criteria

Other documents as follows will be issued to you on an ongoing basis throughout the semester:

- Handouts for Assignments
- Submission Requirements + Guidelines

1.0 ESSENTIAL INFORMATION

- All modules other than electives are **'significant modules'**
- As an indicator of workload one credit carries and additional 2 hours of self study per week. For example, a module worth 3 credits require that the student spends an additional 6 hours per week, either reading, completing the assignment or doing self directed research for that module.
- Submission of ALL assignment work is compulsory in this module. A student cannot pass this module without having to submit ALL assignment work by the due date or an approved extension of that date.

- All assignments are to be handed on time on the due date. Students will be penalised 10 percent for the first day and 5 percent per day thereafter for late submission (a weekend or a public holiday counts as one day). Late submission, after the date Board of Studies meeting will not be accepted.
- Due dates, compulsory assignment requirements and submission requirements may only be altered with the consent of the majority of students enrolled in this module at the beginning/early in the program.
- Extensions of time for submission of assignment work may be granted if the application for extension is accompanied by a medical certificate.
- Overseas travel is not an acceptable reason for seeking a change in the examination schedule.
- Only the Head of School can grant approval for extension of submission beyond the assignment deadline.
- Re-submission of work can only receive a 50% maximum pass rate.
- Supplementary exams can only be granted if the level of work is satisfactory **AND** the semester work has been completed.
- Harvard referencing and plagiarism policy will apply on all written assignments.

2.0 SPECIFIC MODULE INFORMATION

- Attendance rate of 80% is mandatory for passing module.
- All grades are subject to attendance and participation.
- Absenteeism at any scheduled presentations will result in zero mark for that presentation.
- Visual presentation work in drawn and model form must be the original work of the student.
- The attached semester program is subject to change at short notice.

3.0 MODULE RULES AND REGULATIONS:

Assessment procedure:

- These rules and regulations are to be read in conjunction with the UNIT AIMS AND OBJECTIVES
- All assignments/projects must be completed and presented for marking by the due date.
- Marks will be deducted for late work and invalid reasons.
- All assignments must be delivered by the student in person to the lecturer concerned. No other lecturer is allowed to accept students' assignments.
- All tests/examinations are compulsory.
- Students must sit the test/examination on the notified date.

- Students are expected to familiarise themselves with the test/examination timetable.
- Students who miss a test/examination will not be allowed to pass.
- Any scheduling of tutorials, both during or after lecture hours, is **TOTALLY** the responsibility of each student. Appointments are to be proposed, arranged, confirmed, and kept, by each student. Failure to do so in a professional manner may result in penalty of grades. Tutorials **WITHOUT** appointments will also **NOT** be entertained.
- Note that every assignment is given an ample time frame for completion. This, together with advanced information pertaining deadlines gives you **NO EXCUSE** not to submit assignments on time.

4.0 GRADES

All modules and assessable projects will be graded according to the following system. With respect to those units that are designated 'Approved for Pass/Fail' the grade will be either PA or F:

Grade	Numeric Grade	Description
90 – 100	A+	
85 – 89	A	Pass with Distinction
80 – 84	A-	
75 – 79	B+	
74 – 70	B	Pass with Credit
65 – 69	B-	
60 – 64	C+	
55 – 59	C	Pass
50 – 54	C-, PX, PC	
0 – 49	F	Fail

EXP	Exempted
PC	Pass Conceded
PP	Pass Provisional with extra work needed
PX	Pass after extra work is given and passed
X	Ineligible for assessment due to unsatisfactory attendance
D	Deferred
W	Withdraw
DNA	Did Not Attend Module
DNC	Did Not Complete Module

5.0 PLAGIARISM, COPYRIGHT, PATENTS, OWNERSHIP OF WORK: STUDENT MAJOR PROJECT, THESES & WORKS

See LIMKOKWING, HIGH FLYERS HANDOUT, Page 10.

6.0 MODULE INTRODUCTION

This course introduces students to the various fields of business and management with an overview of basic business and management concepts, terminology, principles, practices, functions and operations.

7.0 MODULE AIMS AND OBJECTIVES

- Getting familiar with the main areas of management
- Understanding the relationship between different areas of management
- Appraising organizational issues from different perspectives

8.0 LEARNING OUTCOME

To provide students with a comprehensive view of the dynamic world of business in all its aspects so as to facilitate students decisions on choosing a major field of study. It is also aim to develop students' ability to analyse and evaluate various aspects of business structures and essential internal and external elements of effective management.

9.0 SPECIFIC GENERIC LEARNING SKILLS

Upon completion of this module students are expected to be able to identify problematic issues within any organization, give an overall analysis and make proper suggestions to solve them.

10.0 UNIT SYLLABUS + LECTURE OUTLINE:

Week: 1

LECTURE 1: THE STRATEGIC MANAGEMENT PROCESS

Lecture Synopsis: What are the meanings of strategy, Strategic management, strategic positioning and choice and strategy into action. The overview of strategy framework.

Handout: slides

Tutorials: The related case study

Week: 2

LECTURE 2: THE ENVIRONMENT

Lecture Synopsis: Macro and micro environment, PESTEL analysis, Key drivers of change, opportunities and threats

Handout: slides

Tutorials: The related case study

Week: 3
LECTURE 3: INDUSTRY AND COMPETITIVE ANALYSIS
Lecture Synopsis: Role of situation strategy, conducting a competitive analysis, Porter's five forces model,
Handout: slides
Tutorials The related case study

Week: 4
LECTURE 4: COMPANY SITUATION ANALYSIS
Lecture Synopsis: SWOT analysis, Strategic issues, strategic gaps, Value chain analysis
Handout: Slides
Tutorials The related case study

Week: 5
LECTURE 5: STRATEGY AND COMPETITIVE ADVANTAGE
Lecture Synopsis: Unique and core competences, Threshold capabilities, sustaining competitive advantage
Handout: Slides
Tutorials Related case study

Week: 6
Lecture Synopsis: **MID-TERM EXAM**
Handout:

Week: 7
MID-TERM BREAK
Lecture Synopsis:
Handout:

Week: 8
LECTURE 6: EXPECTATIONS AND PURPOSES
Lecture Synopsis: **CORPORATE GOVERNANCE, ETHICAL DICTOMY, STAKEHOLDER MAPPING, CULTURAL ISSUES, MISSION STATEMENT AND VISION**
Handout: Slides
Tutorials Related case study

Week: 9
LECTURE 7: BUSINESS LEVEL STRATEGY
Lecture Synopsis: Identifying strategic business units, Porter's generic model, strategic clock
Handout: Slides
Tutorials the related case study

Week: 10
LECTURE 8: BUSINESS LEVEL STRATEGY 2
Lecture Synopsis: Sustaining competitive advantage(for price-based and differentiation-based strategies)
Handout: Slides
Tutorials the related case study

Week: 11
LECTURE 9: COMPETITION ANALYSIS IN BUSINESS LEVEL
Lecture Synopsis: *Game theory(Simultaneous games, sequential games, repeated games, changing the rules of the game.)*
Handout: *Slides*
Tutorials The related case study

Week: 12
LECTURE 10: CORPORATE LEVEL AND INTERNATIONAL STRATEGY
Lecture Synopsis: *Diversification, related diversification, unrelated diversification, backward and forward integration*
Tutorials The related case study

Week: 13
LECTURE 11: INTERNATIONAL DIVERSIFICATION
Lecture Synopsis: *Reasons for cross border diversification, Market selection and entry, international value network*
Handout: *slides*
Tutorials *The related case study*

Week: 14
LECTURE 12: IMPLEMENTING STRATEGY
Lecture Synopsis: *Directions for strategy development, Product current position, BCG matrix, TOWS matrix*
Handout: *slides*
Tutorials *The related case study*

Week: 15
LECTURE 13: METHODS OF STRATEGY DEVELOPMENT
Lecture Synopsis: *Mergers and acquisitions, Internal development, success criteria*
Handout: *slides*
Tutorials *The related case study*

Week: 16
FINAL EXAMINATION

11.0 REFERENCES

1. Johnson G., Scholes K., Exploring Corporate Strategy: Text and Cases, 7th Edition, Prentice Hall, 2005
2. Hunger J., Wheelen T., Essentials of strategic management, 3rd Edition, Prentice Hall, 2003
3. David F., Strategic Management: Concepts and Cases, 11th Edition, Prentice Hall, 2006

12.0 ASSESSMENT SCHEDULE

Assignment description	issue date	due date	%
Assessment 1 Assignment	week 8	week 14	20%
Assessment 2 Group presentation	Week 14,15	Week 14,15	10%
Assessment 3 Mid-term exam	week 7	week 7	20%
Assessment 4 Final Exam	week 16	week 16	50%
Total			100%

13.0 ASSESSMENT CRITERIA

Process of grading and criteria used to determine the grades, passes and high distinctions.

14.0 SPECIFIC CRITERIA

- Each assignment will be handed out with the project brief and will vary, depending on the teaching and learning objectives of the specific assignment.
- Each student will receive a completed assessment sheet back with their marks, thereby giving student feedback on each set criterion and the project as a whole.
- Marks for each project will be posted on the Bulletin Board with student number within 2 weeks of hand-in date.