

**1. Course Identity**

<b>Course Name</b>	Strategic Management		
<b>Faculty</b>	Business and Economics	<b>Study Program</b>	Management
<b>Code</b>	SEM414	<b>Credits Weight</b>	3
<b>Group</b>	Study Program	<b>Type of Course</b>	Compulsory
<b>Semester</b>	4	<b>Availability</b>	Limited to Study Program
<b>Learning Method</b>	Classroom Session	<b>Media</b>	Blended
<b>Course Cluster</b>	Core Courses (MKI)	<b>Prerequisite</b>	Financial management, HR Management, Operations Management, Marketing Management

**2. Course Description**

Strategic Management provides an understanding of how companies face competition in their external environment and how to prepare their internal capacities. To have the ability to compete and survive, students are required to master functional management as a prerequisite, such as marketing management, operations management, human resource management, and financial management. In the current development, there has been a rapidly developing interest in Strategic Management due to its vital need for optimal management functions to achieve the company goals and the best performance.

Strategic management provides direction to the organization in formulating, implementing, and evaluating strategies in accordance with the internal and external company conditions. In this regard, strategic Management courses are often placed as capstone case courses. This indicates that in the process of formulating, implementing and evaluating the strategy, this course will involve various disciplines or other subjects, especially the functional Management course.

**3. Learning Outcomes**



<b>CPL Codes</b>	<b>Formulation of Graduate Learning Outcomes (CPL)</b>	<b>CPMK Codes</b>	<b>Formulation of Course Learning Outcomes (CPMK)</b>
<b>S1</b>	To be devoted to God the Almighty and develop a virtuous noble character	<b>M1</b>	To master the concept of strategic management, which covers the following issues:  1) the company's external environment,  2) the company's internal environment,  3) formulation-implementation and evaluation on an ongoing basis. (S1, S2, and S3)
<b>S2</b>	To shape a caring and affectionate personality towards others, based on religion, morals and ethics		
<b>S3</b>	To internalize values, norms and ethics that prioritize integrity, honesty, responsibility and trust in carrying out profession		

<b>S5</b>	To appreciate the diverse cultures, views, religions, and beliefs and opinion or original findings of others	<b>M2</b>	To formulate strategy to organize the company with an ethical business organization and social responsibility to society (S5, S7, and S9)
<b>S7</b>	To abide by the law and discipline in the life of the society and the state		
<b>S9</b>	To independently apply the knowledge possessed to support the practice of everyday life in general and professional aspect (to have applicable knowledge, and to apply the knowledge), by implementing Islamic values the blessing for the whole universe		
<b>PP2</b>	To master the rules, principles and techniques of communication across functional, organizational and cultural levels for effective communication across functional and organizational levels	<b>M3</b>	To analyze, identify and design company strategies to deal with the company's external and internal environment (PP2 and PP3).
<b>PP3</b>	To profess at least one of the international languages		
<b>KU3</b>	To identify managerial issues and organizational functions at the operational level, as well as take appropriate action based on developed alternatives, by applying entrepreneurial principles rooted in local wisdom	<b>M4</b>	To analyze and develop strategy companies at the functional, business unit and corporate levels (KU3, KU4, and KU6)
<b>KU4</b>	To make the right managerial decisions in various types of organizations at the operational level, based on data and information analysis on organizational functions		
<b>KU6</b>	To develop and maintain a professional networking with mentors, colleagues, peers both inside and outside the institution		
<b>KK1</b>	To recognize and observe management problems through empirical studies and modeling using scientific methods based on management science in various types of organizations.	<b>M5</b>	To understand and design strategy implementation and evaluate company performance  (KK1, KK2, KK3, KK4 and KK5)
<b>KK2</b>	To contribute in the preparation of the organization's strategic plan and translate the strategic plan into organizational operational plans at the functional level		
<b>KK3</b>	To see opportunities quickly and dare to take risks responsibly to provide optimal benefits		
<b>KK4</b>	To think "out of the box" by implementing the values of perfection in accordance with the Islamic treatise by approaching and reasoning to solve problems based on management science		
<b>KK5</b>	To think like a visionary, and to be open, communicative, creative, responsive to change and adaptive to		

	the scientific and technological advancement in the scope of management science		
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**4. Learning Materials and Main References**

<b>Learning Materials</b>	<ol style="list-style-type: none"> <li>1. Basic Concepts of Strategic Management</li> <li>2. Corporate Governance</li> <li>3. Corporate ethics and CSR</li> <li>4. External Environment Analysis (general)</li> <li>5. External Environmental Analysis (Industrial)</li> <li>6. Internal Environmental Analysis (RBV)</li> <li>7. Internal Environmental Analysis (RSC and Value Chain)</li> <li>8. Business Strategy (Industry/business unit – Porter Generic)</li> <li>9. Cooperative Strategy</li> <li>10. Corporate Strategy</li> <li>11. Implementation Strategy (Global strategy)</li> <li>12. Functional Implementation Strategy</li> <li>13. Evaluation Strategy</li> <li>14. Assignment Presentation</li> </ol>
<b>Main References</b>	<ul style="list-style-type: none"> <li>• Wheelen, TL., Hunger, JD., Hoffman, AN., Bamford, CE., (2015) Strategic Management and Business Policy Globalization, Innovation and Sustainability, Pearson, 15<sup>th</sup>, Global edition, NY.</li> <li>• Pearce, John A. and Robinson, Richard B. Jr. (2009). Strategic Management: Formulation, Implementation, and Control, 11<sup>th</sup> Edition McGraw-Hill Irwin.</li> </ul>

<b>Date: February 10, 2021</b>	<b>Date: February 4, 2021</b>	<b>Date: February 1, 2021</b>
Approved by the Dean	Examined by the Head of Study Program	Prepared by:
		

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