

Course Title: BBA 490C Strategic Management

Term: Summer 2023

Instructor: TBA

Course Credit: 3

Mode of Instruction: Online

Course Description:

This course provides an in-depth introduction to the role of the general manager in dealing with strategic business challenges and providing leadership to the organization; integration of functional areas, policy formulation and implementation, multinational and ethical issues. Students are expected to acquire an enhancement of the skills and ability to be managers and executives who can develop and implement effective and advantageous business strategies.

Course Prerequisites:

BBA 300 Principles Of Management In A Global Economy; BBA 340 Management
Information Systems

Learning Outcomes:

By the end of the course, the student should be able to:

- A. Understand the nature of competition and industries at an advanced level;
- B. Understand how business managers coordinate different functional areas, resources, and systems and align them with the external environment;
- C. Apply strategic management tools and frameworks to analyze real business cases and situations;
- D. Practice analytical skills through in-class and extra-curriculum case discussions and group activities.

Course Material:

Strategic Management. Theory and Practice, Parnell John A., 4th Edition, SAGE Publications, Ltd., 2014.

Evaluation:

- 4 Quizzes [20%]
- Term Paper [15%]
- Final Presentation [15%]
- Mid-term Exam [20%]
- Final Exam [30%]

Description of the Evaluation tasks:

Assignment/ Essay/ ... : During the term, students will be required to finish several evaluation tasks within due date. All the tasks are linked with specific course topics/outcomes and will adequately assess students' competence and learning outcomes. Students are encouraged to meet with instructor about these tasks at any point.

Mid-term/ Final Exams/ Quiz/... : There may be periodic quizzes given at the beginning of lecture sessions; the feedback from these quizzes will monitor the progress of the learners and help to set learning priorities. There will be mid-term exam/ final exam for the course. They are the basic criteria for the evaluation of students' learning outcomes and final grade.

Grading Policy:

Students are supposed to finish each online lecture. Prior to each class, students should finish the required readings. During the class time, students are encouraged to make use of all relevant online course resources and communicate with the instructor. Students' grades

are accumulated based on the cumulative evaluations.

Students' letter grade will be assigned according to the following scale:

A+ 90-100	A 85-89	A- 80-84
B+ 77-79	B 73-76	B- 70-72
C+ 67-69	C 63-66	C- 60-62
D+ 57-59	D 53-56	D- 50-52
F < 50		

Academic Integrity:

Students must strictly adhere to the university's academic integrity rule; and all essays, exams and any other form of academic assignments must adhere to these rules. Any form of plagiarism, cheating, or misappropriation of materials will be considered a violation of academic integrity and will be punishable by the university.

Withdrawal from the Course(s):

Students will be able to apply for a transfer or withdrawal within 3 days of the starting date of the course. If a withdrawal is applied for within 3 working days, the tuition fee will be fully refunded. After 3 days, the tuition fee will not be refunded. If a withdrawal is applied for in the first two weeks, it will be recorded as W (Withdraw) on the course transcript. After this initial two-week period, the class will be recorded as F (Fail).

Tentative Schedule:

1	Fundamentals of Strategic Management
2	Strategic Decisions; Industry Competition
3	Industry Life Cycle Stages; Industry Structure

4	Intensity of Rivalry Among Incumbent Firms Assignment 1
5	The External Environment: Political-Legal and Economic Forces
6	Organizational Direction: Mission, Goals, and Objectives; The Agency Problem
7	Managerial Ethics; Social Responsibility
8	Corporate-Level Strategies Assignment 2
9	Growth Strategies; Stability Strategy; Retrenchment Strategies
10	Global Corporate Strategy
11	Business Unit Strategies
12	Porter's Generic Strategies The Miles and Snow Strategy Framework
13	Mid-term Exam
14	Business Size, Strategy, and Performance
15	Assessing Strategies
16	Functional Strategies
17	Human Resources; Information Systems Management Assignment 3
18	Functional Strategies and Industry Life Cycle
19	Strategy Formulation
20	Organizational Resources; Physical Resources
21	Strategy Execution: Structure Assignment 4
22	Strategy Execution: Strategic Change, Culture, and Leadership
23	Strategic Control and Crisis Management

24	Final Presentation Term paper
25	Final Exam