



## **TQF 3: Course Specification**

**Course Title :** IBP3431 Strategic Management  
(IB-59)

**Credits :** 3(3-0-6)

**Date & Time:** Friday, 09:00 -12:00 AM

**Semester :** 1 **Academic Year :** 2018

**Curriculum :** Bachelor of Business Administration

(BBA) in International Business Program (International Program)

**International College, Suan Sunandha Rajabhat University**

**(SSRUIC)**

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## **Section 1 General Information**

**1. Code and Course Title :** IBP 3431 Strategic Management

**2. Credits :** 3(3-0-6)

**3. Curriculum and Course Category :**

This course of Bachelor of Business Administration, International College, SSRU is categorized in international business program as business elective.

**4. Lecturer :**

Asst. Prof. Dr. Kevin Wongleedee

Room Number 3141 Tel. 02-160-1221

E-mail: scharonechai@hotmail.com

**5. Year / Semester**

Year 2018/ Semester 1

**6. Prerequisite Course**

IBU 1202 Principles of Business

IBU 1205 Principles of Management

**7. Co-requisite Course :**

None

**8. Learning Location**

Building Number : 31 Room Number 3144 (A total of 17 students)

**9. Last Date for Preparing and Revising this Course:**

August 5, 2018

## **Section 2 Aims and Objectives**

### **1. Course Aims**

At the end of this course, the student will possess a cognitive domain, psychomotor domain, and affective domain in the following areas of performances:

1. Demonstrate an understanding of basic management terms and principles through written and oral communication.
2. Demonstrate the ability to form a global mindset of different cultures and human resource issues impacts diverse environment while maintaining a linkage mutual benefit.
3. Demonstrate an understanding of the impacts of globalization and modern influence of technology in strategic management.
4. Demonstrate an ability to discuss of the developing effectiveness in human resources as well as effectiveness of diversity training programs.
5. Demonstrate an ability to explain the process of recruitment, selection, training, development, compensation & security and other management important policies.
6. Demonstrate an ability to write a strategic management cases analysis as a term paper and deliver PowerPoint presentation to the class.

### **2. Objectives for Developing / Revising Course (content / learning process / Assessment / etc.)**

None

## **Section 3 Course Structure**

### **1. Course Description**

Strategic decision making, formation and implementation of strategy, the analysis of internal firm resources, competencies, corporate-level, business level and functional-level strategies.

**2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)**

<b>Lecture</b>	<b>Practice/ Field Work/Internship</b>	<b>Self-study</b>	<b>Remedial Class</b>
3 Hours per week	0 Hours per week	6 Hours per week	None

**3. Time Length per Week for Individual Academic Consulting and Guidance**

Wednesday, 10:00 -12:00 AM or by Appointment

### Section 4 Developing Student's Learning Outcomes

Learning Standards/Outcomes	Learning Activities	Learning Assessment
<p><b>1. Ethic and Moral</b></p> <p>(1) The ability to deliver or to complete a required task at or the appointed time.</p> <p>(2) The ability to do the right thing according to the values, beliefs and principles they claim to hold.</p> <p>(3) The ability to make decisions in business according to moral concepts and judgments.</p>	<p>1. Learn and practice punctuality and no tardiness</p> <p>2. Learning about plagiarism and consequences</p> <p>3. Learning about the consequences of cheating in exams</p>	<p>1. 90 percent of students come to class on time</p> <p>2. 100 percent of students do the report by themselves</p> <p>3. 100 percent of students do not cheat in exams</p> <p>4. 100 percent of students submit report on time.</p>
<p><b>2. Knowledge</b></p> <p>(1) The ability to identify the business theories and describe important case studies.</p> <p>(2) The ability to provide and analysis and provide the solution to real world problems</p> <p>(3) The ability to use business knowledge integrated with other disciplines</p>	<p>1. Lecture with PowerPoint</p> <p>2. Problem-Based Learning</p> <p>3. Case Study</p> <p>4. Group Study</p> <p>5. Group Presentation</p> <p>6. Questions and Answers</p>	<p>1. Essay Questions</p> <p>2. Peer-evaluation</p> <p>3. Submit HRM training manual report</p>
<p><b>3. Cognitive Skills</b></p> <p>(1) The ability to gather and summarize information, and conduct research</p> <p>(2) Self-study and sharing information to the class</p> <p>(3) The ability to solve problems from case studies</p>	<p>1. Do research</p> <p>2. Case Study</p> <p>3. Brainstorming</p> <p>4. HRM Guest Speaker (Optional)</p>	<p>1. Essay Questions</p> <p>2. Class Participation</p> <p>3. Case Study Analysis</p>
<p><b>4. Interpersonal Skills and Responsibilities</b></p> <p>(1) The ability to communicate in English</p> <p>(2) The ability to use English to solve business problem</p> <p>(3) Initiate some new business ideas and have leadership</p>	<p>1. Classroom debating</p> <p>2. Group competition</p>	<p>1. Peer-evaluation</p> <p>2. Evaluation of the process and the success of teamwork</p>
<p><b>5. Numerical Analysis, Communication and Information Technology Skills</b></p> <p>(1) Be able to use basic ICT skills and apply them to daily life</p> <p>(2) Be able to use statistics and mathematics to solve business problems</p> <p>(3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis</p>	<p>1. Students present their work by using Graphs and show basic statistics such as turnover rate.</p> <p>2. Students present their work by using proper HRM English</p> <p>3. Students use mathematic formula in their problem solving.</p>	<p>1. Evaluate their quantitative analysis</p> <p>2. Evaluate their ability to use proper HRM English</p> <p>3. Evaluate their ability to use graph, tables, and mathematics analysis.</p>

<b>Learning Standards/Outcomes</b>	<b>Learning Activities</b>	<b>Learning Assessment</b>
on practical and real life experiences.		

**Section 5**  
**Lesson Plan and Assessment**

**1. Lesson Plan**

<b>Week</b>	<b>Topic/Outline</b>	<b>Hours</b>	<b>Learning Activities and Medias</b>	<b>Lecturer(s)</b>
1	Introduction to Strategic Management Global environment Globalization and Competitive Advantages	3	Lecture with PowerPoint Questions and Answers Graphs	Asst. Prof. Dr. Kevin Wongleedee
2	What is strategy?  What is strategic management?  Case: Strategic management in ASEAN	3	Lecture with PowerPoint Case Study 1 Questions and Answers	Asst. Prof. Dr. Kevin Wongleedee
3	Core competency Employee involvement Guest speaker: Mr. Danty James	3	Lecture with PowerPoint Problem-Based Learning	Asst. Prof. Dr. Kevin Wongleedee And Mr. Danty James
4	Strategic management SWOT analysis	3	Lecture with PowerPoint Problem Analysis	Asst. Prof. Dr. Kevin Wongleedee
5	Five competitive forces Case: looking in strength and weakness	3	Lecture with PowerPoint Graphs Exercises	Asst. Prof. Dr. Kevin Wongleedee
6	Bad strategy and its perils Designing the strategic management program	3	Lecture with PowerPoint Problem-Based Learning	Asst. Prof. Dr. Kevin Wongleedee
7	Review all materials	3	Group Study Questions and Answers	Asst. Prof. Dr. Kevin Wongleedee
8	Midterm Exam	3	Essay Questions	Asst. Prof. Dr. Kevin Wongleedee
9	Designing Organization for better strategy	3	Lecture with PowerPoint	Asst. Prof. Dr. Kevin

	Creating corporate advantages		Problem-Based Learning	Wongleedee
10	Strategy management as Economic Development  Case: Which performance appraisal method to use?	3	Lecture with PowerPoint Case Study 2	Asst. Prof. Dr. Kevin Wongleedee
11	Doing better and Doing good with better strategy	3	Lecture with PowerPoint Group Discussion	Asst. Prof. Dr. Kevin Wongleedee
12	Strategy management Around the World	3	Lecture with PowerPoint Questions and Answers	Asst. Prof. Dr. Kevin Wongleedee
13	Business model Case: Designing a benefits package.	3	Lecture with PowerPoint Case Study3	Asst. Prof. Dr. Kevin Wongleedee
14	New corporate and global scope	3	Group Presentation Peer-evaluation	Dr. Kevin Wongleedee
15	(Make-up Class) Study Time		Study time	Students
16	<b>Final Exam</b>	3	Essay Questions	Asst. Prof. Dr. Kevin Wongleedee
<b>Total of Hours</b>		45		Asst. Prof. Dr. Kevin Wongleedee

## 2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<b>Ethics and Morals</b>	Attendance	Every week	10
2	<b>Knowledge</b>	Midterm exam Final exam	8 16	25 25



3	<b>Cognitive Skills</b>	Case Study analysis	2, 10	10
4	<b>Interpersonal Skills and Responsibilities</b>	Group Presentation Report	14	15
5	<b>Numerical Analysis, Communication and Information Technology Skills</b>	Teamwork Group Study	2, 10	15

## Section 6 Learning and Teaching Resources

### 1. Textbook and Main Documents

1. Stuart, H. *Risky Business: Communicating Corporate Social Responsibility*.
2. Perrini, F. (2006). The practitioner's perspective on non-financial reporting. *California Management Review*, 48(2). (Available on HBR.)
3. Bhattacharya, C.B., & Sen, S. (2004, Fall). Doing better at doing good: When, why, and how consumers respond to corporate social initiatives. *California Management Review*, 47 (Available on HBR)
4. Gable, C., & Shireman, B. (2004, January). The stakeholder imperative. *Environmental Quality Management*, 14(2), 1-8.

### 2. Important Documents for Extra Study

5. Ferrell, O.C., & Maignan, I. (2004). Corporate social responsibility and marketing: An integrative framework. *Journal of the Academy of Marketing Science*, 32 (1).
6. Jamali, D. A. (2008). A stakeholder approach to corporate social responsibility: A fresh perspective into theory and practice. *Journal of Business Ethics* 82, 213–231.
7. Morsing, M., Schultz, M, & Nielson. (2008, April). The Catch 22 of communicating CSR. *Journal of Marketing Communications*, 14 (2), 97-111.

### 3. Suggestion Information (Printing Materials/Website/CD/Others)

[WWW.CNN/Business International.com](http://WWW.CNN/Business International.com)

[www.bangkokpost.com](http://www.bangkokpost.com)

CNN/Podcast

## **Section 7**

### **Course Evaluation and Revising**

#### **1. Strategies for Course Evaluation by Students**

Allow students to evaluate lecturer's performance in class

#### **2. Strategies for Course Evaluation by Lecturer**

Allow head of department to observe in class and evaluate lecture's performance

#### **3. Teaching Revision**

Revise the teaching technique at the end of semester and do classroom research

#### **4. Feedback for Achievement Standards**

Head of Department review the rubric scores

#### **5. Methodology and Planning for Course Review and Improvement**

At the end of semester, review all the teaching techniques and teaching materials, then develop a plan for the improvement.