

**BBA International Program**  
**Business Administration Department**  
**Faculty of Management Sciences**  
**Prince of Songkla University**  
**Semester 1/2020**

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**472-412 Strategic Management**

**472-421 Strategic Management**

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| Timetable          | : Monday 9.00-10.20<br>Wednesday 9.00-10.20<br>Friday 9.00-11.50 |
| Classroom          | : Online (ZOOM)  |
| Lecturers          | : Dr. Sirinuch Loykunnanta<br>Arjarn Jongpid Sirirat             |
| Course Coordinator | : Dr. Sirinuch Loykunnanta                                       |
| Email              | : sirinuch.l@psu.ac.th / sirinuch@loykunnanta.com                |
| Office Hour        | : Tuesday / Thursday 13.30-15.00 (Room G. 213)                   |

**1. Course Description**

Management with long-term objectives; policy planning; external and internal environmental scanning; business strengths and weaknesses; strategy formulation for different levels; implementation in marketing, finance, production, evaluation, and control; case studies for business development, strategic planning, and decision making

**2. Main Reference**

Thomas Wheelen, David Hunger, Alan Hoffman and Charles Bamford. Strategic Management and Business Policy: Globalization, Innovation, and sustainability. 15th Edition, Pearson Education, 2018.

**3. Course Objectives**

- To understand fundamental issues in the strategic management of firms, application of basic theoretical perspectives and practical tools
- To understand and be able to discuss firm performance overtime; industry analysis, competitive rivalry, organizational structure
- To be able to identify the appropriate business and cooperate strategy
- To integrate knowledge and decide on organization policies.

#### 4. Course Requirements

To complete this course, students must attend at least 80% of classes (36 hours). It is a requirement for students to actively engage in class discussions, and submit all assignments no later than the deadline. Most importantly, students must complete final examination. The total scores must exceed 49% in order to earn a D.

Plagiarism is taken seriously within the University and it will be treated as academic misconduct subject to disciplinary matter. The students are allowed to have not more than 30% of similarity, with citations

#### 5. Class Plan

| Weeks  | Topics  | Methods/Assignments                               | Lectures     |
|--|---|---|--------------|
| <b>1-2</b><br>14/8/20<br>21/8/20<br>(9.00-11.50) | <ul style="list-style-type: none"> <li>- Course Introduction</li> <li>- Basic Concepts of Strategic Management</li> <li>- Corporate Governance</li> <li>- Social Responsibility and Ethics in Strategic Management</li> </ul> | Lecture, Case studies, Group and class discussion | Aj. Sirinuch |
| <b>3</b><br>28 /8/20<br>(9.00-11.50)             | Environmental Scanning and Industry Analysis  | Lecture, Case studies, Group and class discussion | Aj. Sirinuch |
| <b>4</b><br>31/8/20<br>2/9/20<br>(9.00-10.20)    | Organizational Analysis and Competitive Advantage   | Lecture, Case studies, Group and class discussion | Aj. Jongpid  |
| <b>5</b><br>4/9/20<br>(9.00-11.50)               | Strategy Formulation- Situation Analysis and Business Strategy  | Lecture, Case studies, Group and class discussion | Aj. Jongpid  |
| <b>6</b><br>7/9/20<br>9/9/20<br>(9.00-10.20)     | Strategy Formulation- Corporate Strategy  | Lecture, Case studies, Group and class discussion | Aj. Jongpid  |
| <b>7</b><br>11/9/20<br>(9.00-11.50)              | Strategy Formulation- Functional Strategy and Strategic Choice  | Lecture, Case studies, Group and class discussion | Aj. Jongpid  |
| <b>8</b><br>18/9/20<br>(9.00-11.50)              | Strategy Implementation- Global Strategy  | Lecture, Case studies, Group and class discussion | Aj. Sirinuch |

| <b>Weeks</b>                                      | <b>Topics</b>   | <b>Methods/Assignments</b>                        | <b>Lectures</b>              |
|---|---|---|------------------------------|
| <b>9</b><br>25/9/20<br>(9.00-11.50)               | Strategy Implementation- Organizing and Structure           | Lecture, Case studies, Group and class discussion | Aj. Sirinuch                 |
| <b>10</b><br>2/10/20<br>(9.00-11.50)              | Strategy Implementation- Staffing and Directing             | Lecture, Case studies, Group and class discussion | Aj. Sirinuch                 |
| <b>11</b><br>12/10/20<br>14/10/20<br>(9.00-10.20) | - Evaluation and Control<br>- Introduction to Case Analysis | Lecture, Case studies, Group and class discussion | Aj. Jongpid                  |
| <b>12</b>   | Midterm Examination   |   |                              |
| <b>13-14</b><br>30/10/20<br>(9.00-16.00)          | Small Case Presentation                                     |   | Aj. Jongpid/<br>Aj. Sirinuch |
| <b>15-16</b><br>20/11/20<br>(9.00-16.00)          | Final Project Presentation                                  |   | Aj. Jongpid/<br>Aj. Sirinuch |

\*The lecturers reserve the right to adjust the class schedule to better fit the current situation.

## 6. Class Assessment

|                            |              |
|----------------------------|--------------|
| Case Studies               | 20%          |
| Midterm Examination        | 30%          |
| Small Case Presentation    | 15%          |
| Final Project Presentation | 35%          |
| <b>Total</b>               | <b>100 %</b> |

|       |       |       |       |       |       |       |       |
|-------|-------|-------|-------|-------|-------|-------|-------|
| A     | B+    | B     | C+    | C     | D+    | D     | E     |
| >= 80 | 75-79 | 70-74 | 65-69 | 60-64 | 55-59 | 50-54 | <= 49 |