

## 472-421 Strategic Management

### Class Schedule for Semester 1/2022

**Dr. Sirinuch Loykulnanta and Asst. Prof. Jongpid Sirirat**

Classes	Topics	Methods/Assignments	Lectures
<b>1</b> 8/8/22 (9.00-11.50)	- Course Introduction - Basic Concepts of Strategic Management	Lecture, Case studies, Group and class discussion	Aj. Sirinuch
<b>2</b> 15/8/22 (9.00-11.50)	- Corporate Governance - Social Responsibility and Ethics in Strategic Management	Lecture, Case studies, Group and class discussion	Aj. Sirinuch
<b>3</b> 22 /8/22 (9.00-11.50)	Environmental Scanning and Industry Analysis	Lecture, Case studies, Group and class discussion	Aj. Sirinuch
<b>4</b> 24/8/22 (9.00-11.50)	Organizational Analysis and Competitive Advantage	Lecture, Case studies, Group and class discussion	Aj. Jongpid
<b>5</b> 29/8/22 (9.00-11.50)	Strategy Formulation- Situation Analysis and Business Strategy	Lecture, Case studies, Group and class discussion	Aj. Jongpid
<b>6</b> 31/8/22 (9.00-11.50)	Strategy Formulation- Corporate Strategy	Lecture, Case studies, Group and class discussion	Aj. Jongpid
<b>7</b> 5/9/22 (9.00-11.50)	Strategy Formulation- Functional Strategy and Strategic Choice	Lecture, Case studies, Group and class discussion	Aj. Jongpid
<b>8</b> 12/9/22 (9.00-11.50)	Strategy Implementation- Global Strategy	Lecture, Case studies, Group and class discussion	Aj. Sirinuch
<b>9</b> 19/9/22 (9.00-11.50)	Strategy Implementation- Organizing and Structure	Lecture, Case studies, Group and class discussion	Aj. Sirinuch
<b>10</b> 26/9/22 (9.00-11.50)	Strategy Implementation- Staffing and Directing	Lecture, Case studies, Group and class discussion	Aj. Sirinuch

Classes	Topics	Methods/Assignments	Lectures
<b>11</b> 28/9/22 (9.00-11.50)	<ul style="list-style-type: none"> <li>- Evaluation and Control</li> <li>- Introduction to Case Analysis</li> </ul>	Lecture, Case studies, Group and class discussion	Aj. Jongpid
<b>12</b> 3/10/22	Examination		
<b>13-14</b> 17/10/22 (9.00-16.00)	Small Case Presentation		Aj. Jongpid/ Aj. Sirinuch
<b>15-16</b> 21/11/22 (9.00-16.00)	Final Project Presentation		Aj. Jongpid/ Aj. Sirinuch

*Updated on 25<sup>th</sup> July, 2022*