

1. Course Identity			
<b>Course Name/Block</b>	Strategic Management		
<b>Faculty</b>	Business and Economics	<b>Study Program</b>	Accounting
<b>Code</b>	31103221	<b>Credit Points</b>	3
<b>Group</b>	Elective Subjects	<b>Intake</b>	Optional
<b>Semester</b>	7	<b>Availability</b>	Limited
<b>Method</b>	In Class/Online	<b>Media</b>	Blended
<b>Subject Group/Block</b>	Management Accounting	<b>Prerequisite</b>	Management Accounting
<b>Instructor/Instructor Coordinator</b>			

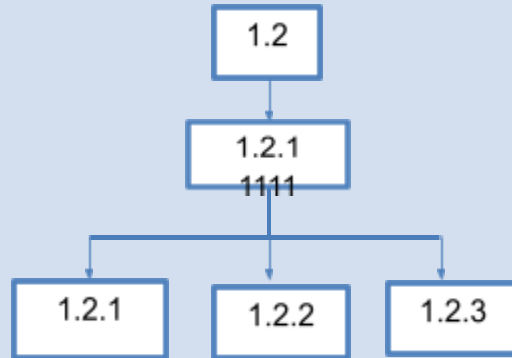
2. COURSE LEARNING OUTCOMES (CLO)						
GLO Code	GLO Formulation	CLO Code	CLO Formulation	Indicators	Assessment/Evaluation	Weight
1.2	Mastering good concepts regarding the basic concepts of strategic management as well as various organizational theories that are useful for strategy development		Able to understand what strategic management is and how the strategic management process is and also understand the difference between conventional strategic management and Islamic approaches.	Students are able to understand conventional strategic management concepts and from an Islamic perspective	Assignment: create a course summary and complete the assignments	Group Report and course summary: 15%
			Able to understand the vision and mission and how to compile it	Students are able to explain the definition of the vision and mission of the organization, and can compile the vision		Assignments: 15%
						Mid Exam: 35%
						Final Exam: 35%
						Group Report and course summary: 15%

				and mission of the organization		Assignments: 15%  Mid Exam: 35%  Final Exam: 35%
			Able to explain to do internal organization analysis	Students are able to understand techniques and concepts in internal organizational analysis and can apply them in organizations		Group Report and course summary: 15%  Assignments: 15%  Mid Exam: 35%  Final Exam: 35%
			Able to explain and perform external analysis of the organization	Students are able to understand techniques and concepts in external organizational analysis and can apply them in the organization		Group Report and course summary: 15%  Assignments: 15%  Mid Exam: 35%  Final Exam: 35%
			Able to understand and perform SWOT analysis in organizations	Students able to do a SWOT analysis on an organization		Group Report and course

					summary: 15%
					Assignments: 15%
					Mid Exam: 35%
					Final Exam: 35%
		Be able to explain the steps in choosing an alternative strategy with several existing tools	Can choose a strategy that is suitable for the organization both for the long term and the medium term		Group Report and course summary: 15%
					Assignments: 15%
					Mid Exam: 35%
					Final Exam: 35%
		Able to explain the steps for implementing the strategy properly	Able to understand strategy implementation by connecting with other sciences that have been studied		Group Report and course summary: 15%
					Assignments: 15%
					Mid Exam: 35%
					Final Exam: 35%

			Be able to explain strategy evaluation	Students understand the process control strategy that is different from operational control		Group Report and course summary: 15%
						Assignments: 15%
						Mid Exam: 35%
						Final Exam: 35%

### 3. Map of Learning Achievement Analysis



#### 4. Learning Experience and References

**Learning Experience**

Students get learning experiences through the following:

- Group report
- Course summary assignments
- Problem solving assignments

<b>References</b>	<ol style="list-style-type: none"> <li>1. Pearce II, John A. &amp; Richard B. Robinson, <b>Strategic Management: planning for domestic and global competition, Macgrawhill 13 edition</b>, New York: McGraw-Hill, 2013</li> <li>2. W. Chanreene Moubougnee, <b>Blue Ocean Strategy</b>, 2005</li> <li>3. Vasconcellos, jorge alberto souza de, <b>Strategy Moves: 14 complete attack and defence strategies for competitive advantage</b>, Thompson</li> <li>1. Fountain and Khaliq Akhmad, <b>Strategic Management from an Islamic Perspective: Text and Cases</b>, Wiley 2013</li> </ol>
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### 5. Details of Learning Activities

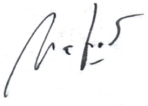
Meetings	CLO/ Sub-CLO	Main/ Sub-Topics	Learning Method/Model	Implementations	References
1.	Understand the lesson plans and their relationship with other subjects	<ul style="list-style-type: none"> <li>- Syllabus</li> <li>- Semester Learning Plan</li> <li>- Strategic Management Course Overview</li> </ul>	Lectures, lecturer presentations and question and answer and/or discussion  Face to Face: The lecturer discusses the lecture rules with students. The lecturer explains the course material for the next 1 semester and the learning methods that will be used through the lecture method.	In class/Online	Syllabus and Semester Learning Plan
2.	Able to understand and explain: <ol style="list-style-type: none"> <li>1. Definition of management strategic</li> <li>2. The function of strategic management</li> <li>3. Management Framework Strategic</li> </ol>	The nature of strategic management	Lectures, lecturer presentations and question and answer and/or discussion	In class/Online	Book 1 ch 1
3.	Able to understand and explain about the vision and mission of the organization in business and what its interests are in the organization	Organisation vision and mission	Lectures, lecturer presentations and question and answer and/or discussion	In class/Online	Book 1 ch 2

4.	Able to understand and explain: 1. The nature of internal assessment 2. Company strengths and weaknesses 3. IFE Matrix	<ul style="list-style-type: none"> <li>Internal Assessment</li> </ul>	Lectures, lecturer presentations and question and answer and/or discussion	In class/Online	Book 1 ch 5
5.	Able to understand and explain: 1. The nature of external assessment 2. Opportunities and threats for a Company 3. EFE Matrix	External Assessment	Lectures, lecturer presentations and question and answer and/or discussion	In class/Online	Book 1 ch 6
6.	Able understand and explain: 1. The nature of strategy analysis and choices 2. SWOT analysis 3. BCG analysis	Strategic analysis and choice	Lectures, lecturer presentations and question and answer and/or discussion	In class/Online	Book 1 ch 9
7.	Able to understand and explain: 1. Long-term goals 2. Strategy Integration Strategy 3. Intensive Strategies 4. Diversification strategies 5. Divergent Strategies	Strategy Action	Lectures, lecturer presentations and question and answer and/or discussion	In class/Online	Book 1 ch 7
8.	Able to understand and explain: 1. Michael Porters' generic strategies 2. Tools to achieve generic strategy	Generic strategy/long term strategy	Lectures, lecturer presentations and question and answer and/or discussion	In class/Online	Book 1 ch 8
9.	Able to Understand and explain: Management issues in strategy implementation	Implementing Strategies: management issues	Lectures, lecturer presentations and question and answer and/or discussion	In class/Online	Book 1 ch 10
10.	Able to understand and explain: 1. The nature of strategy implementation 2. Marketing issues in strategy implementation 3. Financial issues in strategy implementation	Implementing strategy marketing and finance issue	Lectures, lecturer presentations and question and answer and/or discussion	In class/Online	Book 1 ch 11
11.	Able to understand and explain: 1. R&D issues in implementation strategy 2. Information system issues in strategy implementation	Implementing Strategies: R&D and SIM issues	Lectures, lecturer presentations and question and answer and/or discussion	In class/Online	Book 1 ch 13

12.	Able to understand and explain: 1. The nature of strategy evaluation 2. An evaluation framework strategy 3. Publication sources as strategy evaluation information	Strategy evaluation	Lectures, lecturer presentations and question and answer and/or discussion	In class/Online	Book 1 ch 13
13.	Able to understand and explain: Specific strategies, namely BOS and strategy moves	BOS and strategy moves	Lectures, lecturer presentations and question and answer and/or discussion	In class/Online	Book 2 and Book 3
14.	Able to understand and explain: Strategic management in Islamic perspective	Strategic management in Islamic Perspectives	Lectures, lecturer presentations and question and answer and/or discussion	In class/Online	Book 5

### 6. Assessment System and Evaluation

Assessment System	The Benchmark for Assessment Reference of this course employs assessment criteria and weights in accordance with Rector's Decree No. 5/PR/Rek/BPA/III/2014 Article 12:																															
	<table border="1"> <thead> <tr> <th>Total</th> <th>Mark</th> <th>Total</th> <th>Mark</th> </tr> </thead> <tbody> <tr> <td>&gt;80,00</td> <td>A</td> <td>62,50-64,99</td> <td>C+</td> </tr> <tr> <td>77,50-79,99</td> <td>A-</td> <td>60,00-62,49</td> <td>C</td> </tr> <tr> <td>75,00-77,49</td> <td>A/B</td> <td>55,00-59,99</td> <td>C-</td> </tr> <tr> <td>72,50-74,99</td> <td>B+</td> <td>50,00-54,99</td> <td>C/D</td> </tr> <tr> <td>70,00-72,49</td> <td>B</td> <td>45,00-49,99</td> <td>D+</td> </tr> <tr> <td>67,50-69,99</td> <td>B-</td> <td>40,00-44,99</td> <td>D</td> </tr> <tr> <td>65,00-67,49</td> <td>B/C</td> <td>&lt;40</td> <td>E</td> </tr> </tbody> </table>	Total	Mark	Total	Mark	>80,00	A	62,50-64,99	C+	77,50-79,99	A-	60,00-62,49	C	75,00-77,49	A/B	55,00-59,99	C-	72,50-74,99	B+	50,00-54,99	C/D	70,00-72,49	B	45,00-49,99	D+	67,50-69,99	B-	40,00-44,99	D	65,00-67,49	B/C	<40
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Evaluation System	Mid exam, final exam, group report, course summary and assignments																															

Date:	Date:	Date:
Validated by the Head of Study Program	Checked by Subject Group Coordinator:	Prepared by Instructor/Instructor Coordinator
		
Dr. Mahmudi, S.E., M.Si, Ak, CMA		