



Course Type: **Core**

Course Code: **DBA 808**

Course Name: **Strategic Management**

COURSE SYLLABUS

Students, please note that this is a DBA Core course. Recognized Prior Learning (RPL) for this course will be recognized. Students may do this course by (a) studying the course via Tubeclases OR (b) obtaining credit for similar studies done elsewhere based on membership grade within the sponsoring organization, the Institute of Certified Management Accountants.

1. Course Description

This course is designed for students who are thinking of doing a research project in business administration. In this course, the underlying theory and frameworks that provide the foundations of a successful business strategy are explored. It will develop the student's ability to think strategically by providing him/her with the tools for conducting a strategic analysis. Strategic analysis is critical for analyzing the competitive context in which an organization operates and for making reasoned and reasonable recommendations for how that organization should position itself and what actions it should take to maximize value creation. Aspiring managers, entrepreneurs, social entrepreneurs, analysts, and consultants all may find value in mastering these fundamentals.

2. Learning Objectives

1. Students will explore the underlying theory and frameworks that provide the foundations of a successful business strategy.
2. Students will develop the ability to think strategically by providing him/her with the tools for conducting strategic analyses.
3. Student will read and analyze the competitive context in which an organization operates in making reasoned and reasonable recommendations for how that organization should position itself.
4. Students will learn how to consider what actions an organization should take to maximize value creation.
5. Students will learn to think about different approaches to strategic management beyond any theoretical confines.

3. Learning Outcomes:

To successfully complete this subject, a student should be able to:

1. Analyze business environments including markets and critical success factors.
2. Undertake strengths, weaknesses, opportunities, threats (SWOT) analyses.
3. Determine corporate objectives, strategies and structures for strategy implementation.
4. Undertake structural analyses of industries for competitive advantage.
5. Undertake a strategic environmental analysis.
6. Analyze resources requirements for strategic investments.
7. Develop a strategic vision for the organization.
8. Undertake business and corporate level strategy, and be able to develop new businesses strategies.
9. Manage organizational change and designing organizational architecture accordingly.
10. Measure Organizational Performance.
11. Understand current trends in strategic management and the impact of corporate governance on such strategies.

4. Prescribed Reading (Compulsory)

Thomas L. Wheelen; J. David Hunger; Alan N. Hoffman and Charles E. Bamford, *Strategic Management and Business Policy: Globalization, Innovation and Sustainability*; Latest Edition, Prentice Hall, <http://www.pearsoned.com/>

5. Student Resource Requirements

Students at Calwest require a Personal Computer or Laptop running Windows 10 or higher with 500 MB of RAM or higher; or an Apple Mac running Mac OS 10 or higher. They will also need access to a reliable high speed Internet connection Kbps/128 Kbps; and a Web browser.

6. Topic Outline

Topic No.	Topic	Textbook Chapter	Lecture Power Point
1	Basic Concepts of Strategic Management	1	1
2	Corporate Governance	2	2
3	Social Responsibility and Ethics in Strategic Management	3	3
4	Environmental Scanning and Industry Analysis	4	4
5	Internal Scanning: Organizational Analysis	5	5
6	Strategy Formulation: Situation Analysis and Business Strategy	6	6
7	Strategy Formulation: Corporate Strategy	7	7
8	Strategy Formulation: Functional Strategy and Strategic Choice	8	8
9	Strategy Implementation: Organizing for Action	9	9
10	Strategy Implementation: Staffing and Directing	10	10
11	Evaluation and Control	11	11
12	Suggestions for Case Analysis	12	12

7. Assessment

There will be **Continuous Assessments** done throughout this course. All topics will have a **Topic Quiz** that needs to be satisfactorily answered prior to being allowed to access the next topic in the course. You are allowed unlimited attempts in each Topic Quiz, so that you can master the topic before proceeding to the next. After completing all Topics (and Quizzes) your **Final Assessment** will be available for you to undertake online. There will be a time limit of *90 minutes* for the final assessment in which you will need to answer *80 multiple-choice questions* that will be randomly selected from the questions asked in the topic quizzes.

Please ensure that you have an undisturbed 90 minute time frame to undertake your Final Assessment; as after 90 minutes your work will be automatically submitted and graded.

There will be only one attempt provided for the Final Assessment.

The Final Assessment will form over 80% of the weight given to your final course grade. The Balance 20% is obtained as an average of the scores you achieve in the Topic Quizzes.

8. Grading Criteria

Calwest University applies the following grading system in all courses:

A pass mark of 60% (grade of D which is a bare minimum pass) or above is required to satisfy the educational requirements of the university for completing the course. The grade assessments are as follows:

Below 60%: Fail	73-75% : C	85-88% : B+
60-64% : D	76-78% : C+	89-91% : A-
65-69% : D+	79-81% : B-	92-95% : A
70-72% : C-	82-84% : B	Over 95% : A+