

Course unit title	Strategic Management
Course unit code	MNU307
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	Third Cycle Bachelor
Year of study when the course unit is delivered (if applicable)	2021–2022
Semester/trimester when the course unit is delivered	5 th semester
Number of ECTS credits allocated	4.8 credits
Name of lecturer(s)	<ol style="list-style-type: none"> 1. Prof. Dr. Muslich Anshori, SE., MSc., Ak. 2. Prof. Dr. Sri Iswati, SE., M.Si., Ak. 3. Noorlailie Soewarno, Dr., SE., MBA., Ak., CMA. 4. Iman Harymawan, SE., MBA., Ph.D. 5. Alfiyatul Qomariyah, S.Ak., MBA., Ph.D. 6. Nadia Anridho, S.Ak, MBA.
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. Graduates are able to understand and apply basic concepts of supporting subjects, including business, management, law, and economics. 2. Graduates are able to prepare specific works related to accounting, management, and business decision making 3. Graduates are able to demonstrate information technology skills in the application of knowledge 4. Graduates are able to apply information technology skills in the application of knowledge 5. Graduates are able to implement relevant knowledge and understanding about managing organisation 6. Graduates are able to demonstrate integrity as individuals with humanity values, morality and ethics
Mode of delivery (face-to- face, distance learning)	Face-To-Face
Prerequisites and co-requisites (if applicable)	Introduction of Business
Course content	<ol style="list-style-type: none"> 1. Basic concepts of strategic management and global strategic planning. 2. Concepts of ethics, social responsibility, and sustainability and types of strategies. 3. Vision and mission analysis; internal and external audit concept 4. Concept of strategy selection and implementation. 5. Concept of strategy execution and monitoring. 6. Blue ocean strategy. 7. Strategy maps. 8. Case studies related to strategic management (aviation, sugar, food and beverage, pharmacy, cement, funeral, and banking industry).

<p>Recommended or required reading and other learning resources/tools</p>	<ol style="list-style-type: none"> 1. David, F.R. and David, F.R., 2017. Strategic Management: A Competitive Advantage Approach Concepts and Cases. Sixteenth Edition, Essex, England: Pearson. 2. Ireland, R.D., R.E. Hoskisson, and M. Hitt, 2013. The Management of Strategy, 10th Edition, Mason OH: South-Western Cengage Learning. 3. David, R.D., 2011. Strategic Management: Concepts and Cases, Thirteen Edition, Upper Saddle River, NJ: Pearson Education, Inc. 4. Kim, W.C. and Mauborgne, R. 2005. Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant, Harvard Business School Press. (KM) 5. Kaplan, R.S. and Norton, D.P. 2004. Strategy Maps: Converting Intangible Assets into Tangible Outcomes, Harvard Business School Press
<p>Planned learning activities and teaching methods</p>	<ol style="list-style-type: none"> 1. Lectures 2. Group Assignment (Resume and Presentation)
<p>Language of instruction</p>	<p>Bilingual, Bahasa Indonesia and English</p>
<p>Assessment methods</p>	<p>Assignment, Examination</p>