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# CALWEST UNIVERSITY

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Course Type: **Core**

Course Code: **DBA 808**

Course Name: **Strategic Management**

Faculty Name: **Prof Paul Cohen, MBA, ABD**

Faculty Contact information: via **'My Courses'** link on TubeClasses

## **COURSE SYLLABUS**

*Students please note that this is DBA Core course. Recognized Prior Learning (RPL) for this course will be recognized. Students may do this course by (a) studying the course via TubeClasses and using the (free) MOOC courses from leading universities as supplementary delivery vehicles of the course content (\$250 per course); OR (b) undertaking similar courses elsewhere (including accredited MOOC Courses) and having the assessments suitably externally proctored (via organizations such as ProctorU); and then applying to Calwest for credit towards their degree program (\$25 per course); OR undertaking similar courses elsewhere (including accredited MOOC Courses) and undertaking 'challenge exams' at Calwest university (\$250 per course). Students may also undertake similar courses in other accredited universities for credit (\$25 per course). Please note there are limits to the maximum credits allowed in doctoral programs.*

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### **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

- PC: A reliable computer running Windows XP or higher with 500 MB of RAM or higher
- Mac: A reliable computer running Mac OS 10 or higher
- Reliable high speed Internet connection (minimum 768 Kbps/128 Kbps)
- Web browser with Adobe Flash Player installed (Flash Player 10 or higher recommended)

### 6. Topic Outline

<b>Topic No.</b>	<b>Topic</b>	<b>Text Book Chapter</b>	<b>Lecture Power Point</b>
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 the 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+