

Course title: CHM202E Strategic Management

Credit: 3(3-0-6)

Program: B.B.A. (Digital International Business)

Year: 3

Teacher: Dr.Pongrapee Kaewsaiha

Host: College of Hospitality Industry Management, SSRU

Mode: Self-learning

Start date: 1 Jan 2022

End date: Not specified

Course description

Strategic decision making, formation and implementation of strategy, the analysis of internal firm resources, competencies, corporate-level, business-level and functional-level strategies

Evaluation: Auto-graded quizzes

Available credit transfer

IBB3311 Strategic Global Management

IBD3311 Strategic Management

IBD3411 Digital Strategic Planning

Course outlines

1. Introduction to strategic management
2. Organizational performance
3. Strategic management process
4. Environmental analysis
5. Analyzing organizational resources
6. Implementation, adaptation, and learning
7. Corporate-level strategy
8. Disruptive megatrends
9. Issues of context and application

References

Allen, J. P. (2019). Digital entrepreneurship. Routledge.