

TQF. 3



Bachelor's Degree

Master's Degree

Course Specification

Course Code: IBP3413

Course Title: Strategic Management

Credits: 3(3-0-6)

Programs: International Business

Semester: 1

Academic Year: 2021

College of Hospitality Industry Management
Suan Sunandha Rajabhat University
(CHM, SSRU)

Section 1 - General Information

1. Course code and course title

Course code: IBP3413

Course title (English): Strategic Management

ชื่อวิชา (ภาษาไทย): การจัดการเชิงกลยุทธ์

2. Credits

3(3-0-6)

3. Curriculum and course category

Curriculums: Bachelor of Business Administration

Course Category:

- General Education Required Course
 Elective Course Others:

4. Lecturer

Lecturer responsible for this course: Dr.Pongrapee Kaewsaiha

Instructional course lecturer: Dr.Pongrapee Kaewsaiha

5. Contact

Room Number: 401 Tel.: 081-446-4238 Email: pongrapee.ka@ssru.ac.th

6. Semester/Academic year

Semester: 1 Academic Year: 2021

Number of enrolled students: 10

7. Pre-requisite course

None

8. Co-requisite course

None

9. Learning center

CHM Building, Nakhon-Pathom Campus

10. Last date for preparing and revising this course

August 2021

Section 2 - Aims and Objectives

1. Course aims

At the end of this course, students will reach the desired learning outcomes based on six domains, as mentioned in the curriculum specification (TQF2), as follows:

1.1 Morals and ethics

Learning outcomes to be developed

- 1) The ability to deliver or to complete a required task at the appointed time
- 2) The ability to comply with rules, regulations, moral and societal standards
- 3) The awareness of ethics in digital international business decisions and actions

1.2 Knowledge

Learning outcomes to be developed

- 1) Obtain knowledge in business theories and concepts
- 2) Analyze and solve real business practical problems and issues in the digital era
- 3) Apply business knowledge integrated with other disciplines

1.3 Cognitive skills

Learning outcomes to be developed

- 1) The ability to gather, research, and summarize information and knowledge
- 2) Self-studying and sharing information with others
- 3) The ability to find appropriate solutions for real business issues

1.4 Interpersonal skills and responsibility

Learning outcomes to be developed

- 1) The ability to learn for themselves and help group members to learn
- 2) The ability to use the appropriate method for interpersonal communication and discussion
- 3) The ability to create business ideas and to have leadership skills

1.5 Numerical analysis, communication, and information technology skills

Learning outcomes to be developed

- 1) The ability to use basic ICT skills and apply them to daily life
- 2) The ability to use statistical data to solve business problems
- 3) The ability to use data analytics to analyze business issues

2. Objectives for developing/revising course (Content/Learning Process/Assessment/ etc.)

To support student's knowledge and skills in 21st-century contexts

Section 3 - Characteristics and Operations

1. Course description

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

(ไทย) การตัดสินใจเชิงกลยุทธ์ การสร้างและการนำกลยุทธ์ไปใช้ การวิเคราะห์ทรัพยากรภายในบริษัท
ความสามารถ กลยุทธ์ระดับองค์กร ระดับธุรกิจ และระดับปฏิบัติการ

2. Time length per semester (Lecture/Practice/Self-study hours)

Lecture	Practice/ Field Work/Internship	Self-Study	Remedial Class
3 hours/week	-	6 hours/week	-

3. Individual consulting and guidance

Self-consulting at the lecturer's office:

Room Number 401, CHM Building, Nakhon-Pathom Campus
Mon., 9 AM – 4 PM or by appointment

Consulting via office telephone/mobile phone:

081-446-4238

Consulting via email:

ponggrapee.ka@ssru.ac.th

Consulting via social media platform (Facebook/Twitter/Line):

Line OpenChat

Consulting via Computer Network (Internet/Web board):

Moodle LMS

Section 4 - Developing Students' Learning Outcomes

Expected students' learning outcomes are categorized into five domains, developed from curriculum specification (TQF2), as follows:

1. Morals and ethics

1.1 Learning outcomes to be developed

- 1) The ability to deliver or to complete a required task at the appointed time
- 2) The ability to comply with rules, regulations, moral and societal standards
- 3) The awareness of ethics in digital international business decisions and actions

1.2 Teaching strategies

- 1) Utilize assignments and projects to assess students' responsibility and morality
- 2) Provide examples of digital international business integrity in the classroom
- 3) Provide case studies that emphasize business ethics, digital ethics, and privacy

1.3 Assessment & evaluation strategies

- 1) Use attendance and participation as means of evaluation
- 2) Use assignments to assess students' responsibility
- 3) Evaluate students regarding moral misconduct

2. Knowledge

2.1 Learning outcomes to be developed

- 1) Obtain knowledge in business theories and concepts
- 2) Analyze and solve real business practical problems and issues in the digital era
- 3) Apply business knowledge integrated with other disciplines

2.2 Teaching strategies

- 1) Use problem-based learning
- 2) Use cooperative learning techniques
- 3) Invite guest speakers or organize a field trip

2.3 Assessment & evaluation strategies

- 1) Pop-quiz, midterm, and final examination
- 2) Term project
- 3) Class assignments

3. Cognitive skills

3.1 Learning outcomes to be developed

- 1) The ability to gather, research, and summarize information and knowledge
- 2) Self-studying and sharing information with others
- 3) The ability to find appropriate solutions for real business issues

3.2 Teaching strategies

- 1) Assign group or individual projects
- 2) Assign group discussion or seminar
- 3) Provide problem-based learning tasks

3.3 Assessment & evaluation strategies

- 1) Evaluate research report and presentation
- 2) Evaluate in-class activities using student involvement rubrics

4. Interpersonal skills and responsibilities

4.1 Learning outcomes to be developed

- 1) The ability to gather, research, and summarize information and knowledge
- 2) Self-studying and sharing information with others
- 3) The ability to find appropriate solutions for real business issues

4.2 Teaching strategies

- 1) Implement student center learning method and problem-based learning
- 2) Engage students in collaborative activities
- 3) Use cooperative learning techniques

4.3 Assessment & evaluation strategies

- 1) Assess students' participation in teamwork
- 2) Observe students' interpersonal communication and discussion
- 3) Evaluate students' business creativities and innovativeness from presentations or assignments

5. Numerical analysis, communication, and information technology skills

5.1 Learning outcomes to be developed

- 1) The ability to use basic ICT skills and apply them to daily life
- 2) The ability to use statistical data to solve business problems
- 3) The ability to use data analytics to analyze business issues

5.2 Teaching strategies

- 1) Assign activities that allow students to implement their ICT skills
- 2) Encourage students to use data analytics or statistics in assignments or projects conduction

5.3 Assessment & evaluation strategies

- 1) Evaluate ability to use ICT skills from students' assignments
- 2) Evaluate ability to use statistic data implemented in assignments or projects
- 3) Evaluate ability to use data analytics software and/or application in their work and studies

Remark: The symbol ● means “major responsibility.”

The symbol ○ means “minor responsibility.”

No symbol means “no responsibility.”

Section 5 - Lesson Plan and Assessment

1. Lesson plan

Week	Content	Teaching Management	Program/Teaching Strategies	Material/Media	Assessment
1-2	Course Introduction - Course outlines - Grading criteria Chapter 1: Introduction to strategic management	Online, On-demand	- Join a live meeting on Google Meet and/or watch pre-recorded videos - Attempt an online quiz and/or complete another online activity	- Presentation - Pre-recorded videos - Online activity	- Attendance Record - Quiz or assignment
3-4	Chapter 2: Understanding organizational performance	Online, On-demand	- Join a live meeting on Google Meet and/or watch pre-recorded videos - Attempt an online quiz and/or complete another online activity	- Presentation - Pre-recorded videos - Online activity	- Attendance Record - Quiz or assignment
5	Chapter 3 Strategic management process	Online, On-demand	- Join a live meeting on Google Meet and/or watch pre-recorded videos - Attempt an online quiz and/or complete another online activity	- Presentation - Pre-recorded videos - Online activity	- Attendance Record - Quiz or assignment
6-7	Chapter 4 Analyzing the environment	Online, On-demand	- Join a live meeting on Google Meet and/or watch pre-recorded videos - Attempt an online quiz and/or complete another online activity	- Presentation - Pre-recorded videos - Online activity	- Attendance Record - Quiz or assignment
8	Mid-term examination				

Week	Content	Teaching Management	Program/Teaching Strategies	Material/Media	Assessment
9	Chapter 5 Analyzing organizational resources	Online, On-demand	- Join a live meeting on Google Meet and/or watch pre-recorded videos - Attempt an online quiz and/or complete another online activity	- Presentation - Pre-recorded videos - Online activity	- Attendance Record - Quiz or assignment
10	Chapter 6: Implementation, adaptation, and learning	Online, On-demand	- Join a live meeting on Google Meet and/or watch pre-recorded videos - Attempt an online quiz and/or complete another online activity	- Presentation - Pre-recorded videos - Online activity	- Attendance Record - Quiz or assignment
11	Chapter 7: Corporate-level strategy	Online, On-demand	- Join a live meeting on Google Meet and/or watch pre-recorded videos - Attempt an online quiz and/or complete another online activity	- Presentation - Pre-recorded videos - Online activity	- Attendance Record - Quiz or assignment
12-13	Chapter 8: Disruptive megatrends	Online, On-demand	- Join a live meeting on Google Meet and/or watch pre-recorded videos - Attempt an online quiz and/or complete another online activity	- Presentation - Pre-recorded videos - Online activity	- Attendance Record - Quiz or assignment
14-15	Chapter 9: Issues of context, setting, and application	Online, On-demand	- Join a live meeting on Google Meet and/or watch pre-recorded videos - Attempt an online quiz and/or complete another online activity	- Presentation - Pre-recorded videos - Online activity	- Attendance Record - Quiz or assignment
16	Make-up class				
17	Final examination				

2. Learning assessment plan

Learning Outcomes	Assessment Activities	Schedule (Week)	Proportion for Assessment (%)
1.1, 1.2, 1.3	1) Attendance record 2) Activity report	1-15	10
2.1, 2.2, 2.3 3.1, 3.2, 3.3, 4.1, 4.2, 4.3, 5.1, 5.2, 5.3	1) Quiz or assignment 2) Examination	1-7, 9-15 8, 17	40 20, 30

Section 6 - Learning and Teaching Resources

1. Textbook and main documents

Amason, A. C., & Ward, A. (2020). **Strategic management: From theory to practice.** Routledge.

Boykin, G. (2019, February 11). *Multidomestic Vs. Global Strategic Plans.* Bizfluent. <https://bizfluent.com/info-8219768-multidomestic-vs-global-strategic-plans.html>

Jurevicius, O. (2021, November 11). *McKinsey 7S Model.* Strategic Management Insight. <https://strategicmanagementinsight.com/tools/mckinsey-7s-model-framework/>

Jurevicius, O. (2021b, November 11). *VRIO Framework Explained.* Strategic Management Insight. <https://strategicmanagementinsight.com/tools/vrio/>

MindTools. (2019). *Mintzberg's 5 Ps of Strategy: Improving the Robustness of Your Strategy.* Mind Tools. <https://www.mindtools.com/pages/article/mintzberg-5ps.htm>

2. Important documents for extra study

Documents suggested by the lecturers

3. Suggested information (Printing Materials/Website/CD/Others)

Information retrieved from search engines

Section 7 - Course Evaluation and Revising

1. Strategies for course evaluation by students

Use the questionnaire to collect student opinions to consider in improving the course and curriculum. Questionnaire items are as follows.

- 1) The lecturer was well-prepared to teach the class.
- 2) The lecturer is always punctual.
- 3) The lecturer was dynamic and energetic in conducting the class, and the lecturer's explanations were clear.
- 4) The lecturer's teaching method is easy to follow and easy to understand.
- 5) The lecturer treated students equally and encouraged all students to participate in class.
- 6) The lecturer could involve students (stimulate thought, encourage students to ask questions and discussions, ask challenging questions, answer questions precisely).
- 7) It was easy to discuss and communicate with the lecturer after class.
- 8) Materials/Handouts are clear, high quality of materials used, and easy to understand.
- 9) Appropriateness and quality of Information and Communication Technology (ICT) used.
- 10) The overall level of satisfaction of the course conducted.

2. Strategies for course evaluation by the lecturer

The lecturer observes the class and collects immediate feedback from students.

3. Teaching revision

The lecturer revises the teaching and learning process based on the questionnaire results.

4. Feedback for achievement standards

CHM administrator committees monitor the assessment process and grading.

5. Methodology and planning for course review and improvement

- 1) Revise and develop course structure and process every two years.
- 2) Assign different lecturers to teach this course to enhance students' vision.

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

Course	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication, and Information Technology Skills		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
DIB2208 Research Methods	●	○	○	○	○	●	○	●	○	○	○	●	○	●	○

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Expected learning outcomes are combined for all types of instructional activities.