

THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

Programme Title:	Bachelor of Education (Honours) (Secondary) (Five-year Full-time); All undergraduate Programmes
Programme QF Level :	5
Course Title :	Strategic Management
Course Code :	BUS4026
Department :	Social Sciences
Credit Points :	3
Contact Hours :	39
Pre-requisite(s) :	Management and Human Resources Development
Medium of Instruction:	English
Course Level :	4

Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Undergraduate, Taught Postgraduate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. Course Synopsis

This course provides opportunities for participants to explore the value and process of strategic management to direct long-term competition in a global context. Students are able to apply strategic management concepts and models for senior management to develop strategy at business level and corporate level. Integrated-approach is emphasized with respect to strategic decision making with special emphasis on managing innovation and leading organizational change. Strategic challenges for the 21st century are investigated for strategic policy making of multinational corporations.

2. Course Intended Learning Outcomes (CILOs)

Upon completion of this course, students will be able to:

- CILO₁: Describe the nature of strategic management and its importance to long-term competition in global context.
- CILO₂: Apply concepts and knowledge of strategic management to formulate business and corporate level strategies.
- CILO₃: Develop plans to managing innovation and leading organizational change.
- CILO₄: Critically evaluate the roles and the ethical responsibilities of business leaders in global setting.
- CILO₅: Prepare strategic mind-sets for the 21st Century in meeting and overcome challenges

3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
Introduction: The nature of strategic management and its importance for long-term competition: an overview on organisational mission, competitive environment, strategic direction, business policy, stakeholders and organisational value, and implications for social and ethical responsibility.	CILO _{1,4}	Lectures, illustration, case studies, group discussion, guest talks, newspaper and magazine reading and company management reports.
Scanning the external environment: PESTLE analysis and Five forces model of Michael Porter	CILO _{1,2}	Lectures, illustration, case studies, video display, debate, group discussion, newspaper and magazine reading and company management reports.
Scanning the internal environment: competencies and resources, value chain, intellectual capital and proprietary knowledge	CILO _{1,2}	Lectures, illustration, case studies, group discussion, newspaper and magazine reading and company management reports.

Formulation of business strategy: SWOT analysis, mission and objectives review, Porter's competitive strategies	<i>CILO</i> _{1,2}	Lectures, illustration, case studies, group discussion, newspaper and magazine reading and company management reports.
Formulation of corporate strategy: growth strategies and portfolio analysis	<i>CILO</i> _{1,2}	Lectures, illustration, case studies, group discussion, Hand on practice.
Managing innovation and leading organizational change: concepts and process of innovation, new product development	<i>CILO</i> _{1,2,3}	Lectures, illustration, case studies, informational interview, group discussion, Hand on practice.
Strategic challenges for 21 st Century: leadership, social responsibility and business ethics	<i>CILO</i> _{1,2,3,4,5}	Brainstorming, debates, discussion, lectures

4. Assessment

Assessment Tasks	Weighting (%)	CILO
(a) Individual reflective essay on the roles and duties of CEO in strategic management of a multinational corporation. Suggestions for improvement of the competencies in strategic planning are expected. (1000 -1500 words)	50%	<i>CILO</i> _{1,,3,4,5}
(b) An evaluation report on strategy developed and implemented by a multinational corporation. (Group Project) (2000- 2500words)	40%	<i>CILO</i> _{1,2,4,5}
(c) Participation in class activities (including case study discussions, presentations, and online activities)	10%	<i>CILO</i> _{1,2,3,4,5}

5. Required Text(s)

Hanson, D., Hitt, M., Ireland, R., & Hoskisson, R. (2017). *Strategic management: Competitiveness & globalisation* (6th Asia-Pacific ed.). South Melbourne: Victoria Cengage Learning.

6. Recommended Readings

- Cros, F. (2018). *Innovation and society*. Hoboken, NJ: Wiley.
- Crosswhite, D. & Sharzynski, P. (2014). *The innovator's field guide: Market tested methods and frameworks to help you meet your innovation challenges*. San Francisco: Wiley.
- Hayes, J. (2018). *The theory and practice of change management* (5th ed.). Basingstoke, Hampshire: Palgrave Macmillan.
- Hill, C.W., Jones, G.R., & Schilling, M.A. (2017). *Strategic management: An integrated approach* (12th ed.). Boston, MA: Cengage Learning.
- Johnson, G., Whittington, R., Regner, P., Scholes, K. & Agnwin, D. (2017). *Exploring strategy: Text and cases* (11th ed.). Edinburgh Gate, Harlow: Pearson.
- Lynch, R. (2012). *Strategic management* (6th ed.). Edinburgh Gate, Harlow: Pearson.
- Rothaermel, F.T. (2019). *Strategic management* (4th ed.). New York: McGraw-Hill Education.
- Sola, D. & Couturier, J. (2014). *How to think strategically: Your roadmap to innovation and results*. Edinburgh Gate, Harlow: Pearson.
- Sorensen, H.E. (2012). *Business development: A market-oriented perspective*. Chester: John Wiley & Sons.
- Spender, J. C. (2014). *Business strategy: Managing uncertainty, opportunity and enterprise*. Oxford: Oxford University Press.
- Trott, P. (2016). *Innovation management and new product development*. (6th ed.). Edinburgh Gate, Harlow: Pearson.
- Wheelen, T.L. (2018). *Strategic management and business policy: globalization, innovation, and sustainability* (15th ed.). Harlow, England: Pearson.
- 邢柏 (2017) : 《順豐王朝：物流王國的興起》, 香港, 藍天圖書。
- 劉忠明、呂源 (2007) : 《競爭與策略》, 香港, 匯智出版有限公司。

7. Related Web Resources

International Management Journals	http://www.managementjournals.com
The Academy of Management	http://www.aomonline.org
About Management	http://management.about.com/
Thinking Managers	http://www.thinkingmanagers.com
Management Stories	http://www.secretsofsuccess.com
Bplans.com	http://www.bplans.com/index.cfm
Global Entrepreneurship Monitor	http://www.gemconsortium.org/
創業管理數位網	http://www.cme.org.tw/

8. Related Journals

Harvard Business Review
Journal of International Business
Journal of Management
International Journal of Applied Strategic Management
Strategic Entrepreneurship Journal
Strategic Organization

9. Academic Honesty

The University adopts a zero tolerance policy to plagiarism. For the University's policy on plagiarism, please refer to the *Policy on Academic Honesty, Responsibility and Integrity with Specific Reference to the Avoidance of Plagiarism by Students* (<https://www.eduhk.hk/re/modules/downloads/visit.php?cid=9&lid=89>). Students should familiarize themselves with the Policy.

10. Others

Nil

| *Dec 2018Apr 2019*