



**COURSE OUTLINE
and
SET OF COURSE**

Course : STRATEGIC MANAGEMENT

Code/credits : ED 475 / 3 SKS

**MANAGEMENT DEPARTMENT
FACULTY OF ECONOMICS
DIPONEGORO UNIVERSITY
SEMARANG**

COURSE OUTLINE

Course Title : **STRATEGIC MANAGEMENT**

Course Code : EM 445

Description : After learning this study expected [by] a student able to formulate and analyze correct strategy for company.

TIU : Having completed this study are students will be able to explain understandings of strategy & component of strategy, Comprehending about internal environment & external company, Comprehending about strategy alternative, Comprehending about strategy choice, Comprehending about evaluation & strategy operation and also understand [of] about applying of strategy management

No	Specific Objectives	Main Topic	Sub-Topic	Estimated Time (minutes)	Reference *
1.	1. Comprehending about strategy & strategy elements 2. Comprehending about internal environment & external company 3. Comprehending about strategy alternative 4. Comprehending about strategy choice 5. Comprehending about evaluation & strategy operation Comprehending about applying of strategy management.	Strategic Management of a must.	1. Policy of business and That strategy management 2. Strategy management in effort SBU-MAJEMUK 3. What is strategy 4. What applicable strategy management 5. Why the strategy management 6. Process decision making of strategy 7. Stipulating of time and Strategy management	150	<ul style="list-style-type: none"> • Hill & Jones • Hitt • Idris • Jauch & Glueck • Pearce & Robonson

No	Specific Objectives	Main Topic	Sub-Topic	Estimated Time (minutes)	Reference *
2.	<ol style="list-style-type: none"> 1. Comprehending about job of General Manager 2. Understanding of about Vision And Mission 	Component of Strategic Management	<ol style="list-style-type: none"> 1. General Manager - More Than Simply Strategy Planner 2. What is job of General Manager 3. Strategy Planner Mount Company 4. Strategy Planning Mount Effort 5. Mission And Goals 	150	<ul style="list-style-type: none"> • Hill & Jones • Hitt • Idris • Jauch & Glueck • Pearce & Robonson
3.	<ol style="list-style-type: none"> 1. Comprehending about Analysis and Environment diagnosis 2. Understand [of] about Strategy and change environment 	General Environment	<ol style="list-style-type: none"> 1. Why needs environment analysis and diagnosis 2. General Environment 3. Environment Analysis 4. Environment Diagnosis 5. Strategy and Change Environment 	150	<ul style="list-style-type: none"> • Hill & Jones • Hitt • Idris • Jauch & Glueck • Pearce & Robonson
4.	<ol style="list-style-type: none"> 1. Understanding of Industry and Environment 2. Understanding of diagnosis environent 3. Understanding of Opportunity and Threat Environment 	Industry and International Environment	<ol style="list-style-type: none"> 1. Industry Environment 2. International Environment 3. Focus on Diagnosis 4. Profile Opportunity and Threat Environment 	150	<ul style="list-style-type: none"> • Hill & Jones • Hitt • Idris • Jauch & Glueck • Pearce & Robonson
5.	<ol style="list-style-type: none"> 1. Understanding of Internal Environement 	Internal Analysis and Diagnosis	<ol style="list-style-type: none"> 1. Internal analysis factors 2. Strenght and Weakness analysis 	150	<ul style="list-style-type: none"> • Hill & Jones

No	Specific Objectives	Main Topic	Sub-Topic	Estimated Time (minutes)	Reference *
	2. Understanding Strength and Weakness		3. Strength and Weakness diagnosis		<ul style="list-style-type: none"> • Hitt • Idris • Jauch & Glueck • Pearce & Robonson
6.	<ol style="list-style-type: none"> 1. Comprehending about Alternative and Business definition 2. Comprehending about stability strategy, expansion, smallening and combination for Company 	ESPECIAL STRATEGY ALTERNATIVE	<ol style="list-style-type: none"> 1. Strategic Alternative And the Business Definition 2. Especial Strategy Alternative 3. Stability Strategy 4. Expansion Strategy 5. Smallening Strategy 6. Combination Strategy 7. Alternative Dan Achievement 	150	<ul style="list-style-type: none"> • Hill & Jones • Hitt • Idris • Jauch & Glueck • Pearce & Robonson
7.	<ol style="list-style-type: none"> 1. Comprehending about strategy alternative in so many environment and possibility 2. Comprehending about International strategy 	CONSIDERING STRATEGIC VARIATION	<ol style="list-style-type: none"> 1. Internal Alternative and Eksternal 2. Connected And un connected Alternative 3. Horizontal And Vertical 4. Pasif And Aktif Alternative 5. Variasi Strategi Internasional 	150	<ul style="list-style-type: none"> • Hill & Jones • Hitt • Idris • Jauch & Glueck • Pearce & Robonson
8.	<ol style="list-style-type: none"> 1. Comprehending about attention [of] [at] alternative to choice 2. Understand of process, perspective, description and 	Choice of Strategy	<ol style="list-style-type: none"> 1. Giving All Mind To alternative to choice 2. Strategies choice process 3. Perspective for Strategies choice 4. Description Managerial choice 	150	<ul style="list-style-type: none"> • Hill & Jones • Hitt • Idris

No	Specific Objectives	Main Topic	Sub-Topic	Estimated Time (minutes)	Reference *
	dimension of time and strategic choice		factor 5. Time dimension and Strategies choice		<ul style="list-style-type: none"> • Jauch & Glueck • Pearce & Robonson
9.	<ol style="list-style-type: none"> 1. Comprehending about Strategy process 2. Understanding of about allocation of resource 	EXECUTION : Allocation of Resource, ORGANIZATION AND PLANNING SYSTEM	<ol style="list-style-type: none"> 1. Process Strategy Execution 2. allocation of Resource 3. Execution of Strategy Organizational 4. Planning System To Execute Strategic Management 	150	<ul style="list-style-type: none"> • Hill & Jones • Hitt • Idris • Jauch & Glueck • Pearce & Robonson
10	<ol style="list-style-type: none"> 1. Comprehending about planning and policy and also Strategic Leadership 2. Understanding of about execution of strategy of International Environment 	EXECUTION : PLAN, POLICY, LEADERSHIP, AND STRATEGY	<ol style="list-style-type: none"> 1. Execution Plan and policy 2. Leadership 3. Execution International Strategy 	150	<ul style="list-style-type: none"> • Hill & Jones • Hitt • Idris • Jauch & Glueck • Pearce & Robonson
11. + 12	<ol style="list-style-type: none"> 1. Comprehending about process, motivate and the criterion to operation and evaluate 2. Comprehending about evaluation and correctional action 	EXECUTION : EVALUATE AND EVALUATE STRATEGY	<ol style="list-style-type: none"> 1. Process operation And Evaluate 2. Motivate To Evaluate 3. Evaluate Criteria 4. Measurement Dan Feedback 5. Evaluate And Corrective Action 6. Management Pursuant To Target (MBO) 	150	<ul style="list-style-type: none"> • Hill & Jones • Hitt • Idris • Jauch & Glueck

No	Specific Objectives	Main Topic	Sub-Topic	Estimated Time (minutes)	Reference *
					<ul style="list-style-type: none"> • Pearce & Robonson
13 + 14	<ol style="list-style-type: none"> 1. Comprehending about process, motivate and the criterion to operation and evaluate 2. Comprehending about evaluation and correctional action 	Applying of Management Process of STRATEGIS	Review and Discussion Management Strategic Cases	150	<ul style="list-style-type: none"> • Hill & Jones • Hitt • Idris • Jauch & Glueck • Pearce & Robonson

SET OF COURSE

Course Title : STRATEGIC MANAGEMENT

Course Code : EM 445

CREDIT HOURS : 3 x 60 minutes

NUMBER OF MEETING : 1

A. Objective:

1. General Instructional Objective (GIO)

After learning this course, students are to formulate and analyze correct strategy for company

2. Specific Instructional Objective (SIO):

- a. Comprehending about strategy & strategy elements
- b. Comprehending about internal environment & external company
- c. Comprehending about strategy alternative
- d. Comprehending about strategy choice
- e. Comprehending about evaluation & strategy operation
- f. Comprehending about applying of strategy management.

B. Main Topic : Strategic Management [of] a must

C. Sub Topic :

1. Policy of business and That strategy management
2. Strategy management in effort SBU-MAJEMUK
3. What is strategy
4. What applicable strategy management
5. Why the strategy management
6. Process decision making of strategy
7. Stipulating of time and Strategy management

D. Course Activities

Phase	Teaching Activities	Students Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the range of course 2. Explaining the benefit of course 3. Explaining the competency of GIO and SIO 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> 1. Explaining policy of business and strategy management 2. Explaining Strategy management in effort SBU-MAJEMUK 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard

Phase	Teaching Activities	Students Activities	Media
	3. Explaining Strategy management 4. Explaining Process of decision making of And strategy 5. Time stipulating and also the strategy management		
Summary	1. Summarizing the material 2. Giving questions 3. Giving general description for up-coming course		OHT, OHP & whiteboard

E. Evaluations:

Giving questions or case study for small groups discussion and class discussion to evaluate the understandability of students concerning the course material.

F. Task:

1. Reading items for the meeting here in after
2. Make small group

G. References:

- Hill, Charles W. L., dan Jones, Gareth R., *Strategic Management : An Integrated Approach, Fourth Edition*, Houghton Mifflin Company, USA, 1998. (H & J)
- Hitt, Michael A, et al., *Manajemen Strataegis : Menyongsong Era Persaingan dan Globalisasi*, Terjemahan, Penerbit Erlangga, Jakarta, 1997. (H)
- Idris, *Manajemen Strategi*, Jurusan Manajemen, Fakultas Ekonomi UNDIP, Semarang, 2001. (I)
- Lawrence R. Jauch & William F. Glueck., *Manajemen Strategis dan Kebijakan Perusahaan.*, Edisi Ketiga Terjemahan, Penerbit Erlangga, Jakarta, 1995. (J & G)
- Pearce, John A., dan Robinson, Jr, Ricsard B., *Manajemen Stratejik : Formulasi, Implementasi dan Pengendalian.*, Bina Rupa Aksara, Jakarta, 1995. (P & R)

SET OF COURSE

Course Title : **STRATEGIC MANAGEMENT**
 Course Code : EM 445
 Credit Hours : 3 x 60 minutes
 Number of meeting : 2

A. Objective:

1. General Instructional Objective:

After learning this course, students are to formulate and analyze correct strategy for company

2. Specific Instructional Objective:

- a. Comprehending about job of General Manager
- b. Understanding of about Vision And Mission

B. Main Topic : Component of Strategic Management

C. Sub Topic

- :
1. General Manager - More Than Simply Strategy Planner
 2. What is job of General Manager
 3. Strategy Planner Mount Company
 4. Strategy Planning Mount Effort
 5. Mission And Goals

D. Course Activities

Phase	Teaching Activities	Students Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the range of course 2. Explaining the benefit of course 3. Explaining the competency of GIO and SIO 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> 1. Explaining General Manager - More Than Simply Strategy Planner 2. Explaining Work of General Manager and Strategy planner and also business 3. Explaining Mission And Objective 	<ol style="list-style-type: none"> 4. Pay attention 5. Ask Question 	OHT, OHP & whiteboard

Phase	Teaching Activities	Students Activities	Media
Summary	<ol style="list-style-type: none"> 1. Summarizing the material 2. Giving questions 3. Giving general description for up-coming course 		OHT, OHP & whiteboard

E. Evaluations:

Giving questions or case study for small groups discussion and class discussion to evaluate the understandability of students concerning the course material.

F. Task:

1. Reading items for the meeting here in after
2. Make small group

G. References:

- Hill, Charles W. L., dan Jones, Gareth R., *Strategic Management : An Integrated Approach, Fourth Edition*, Houghton Mifflin Company, USA, 1998. (H & J)
- Hitt, Michael A, et al., *Manajemen Strataegis : Menyongsong Era Persaingan dan Globalisasi*, Terjemahan, Penerbit Erlangga, Jakarta, 1997. (H)
- Idris, *Manajemen Strategi*, Jurusan Manajemen, Fakultas Ekonomi UNDIP, Semarang, 2001. (I)
- Lawrence R. Jauch & William F. Glueck., *Manajemen Strategis dan Kebijakan Perusahaan.*, Edisi Ketiga Terjemahan, Penerbit Erlangga, Jakarta, 1995. (J & G)
- Pearce, John A., dan Robinson, Jr, Ricsard B., *Manajemen Stratejik : Formulasi, Implementasi dan Pengendalian.*, Bina Rupa Aksara, Jakarta, 1995. (P & R)

SET OF COURSE

Course Title : **STRATEGIC MANAGEMENT**
 Course Code : EM 445
 CREDIT HOURS : 3 x 60 minutes
 NUMBER OF MEETING : 3

A. Objective:

1. General Instructional Objective:

After learning this course, students are to formulate and analyze correct strategy for company

2. Specific Instructional Objective:

1. Comprehending about Analysis and Environment diagnosis
2. Understand of Strategy and change environment

B. Main Topic : General Environment

C. Sub Topic :

1. Why needs environment analysis and diagnosis
2. General Environment
3. Environment Analysis
4. Environment Diagnosis
5. Strategy and Change Environment

D. Course Activities

Phase	Teaching Activities	Students Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the range of course 2. Explaining the benefit of course 3. Explaining the competency of GIO and SIO 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> 1. Explaining its important Analysis and Diagnosis Environment. 2. Explaining Strategy and Change Environment 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"> 1. Summarizing the material 2. Giving questions 		OHT, OHP & whiteboard

Phase	Teaching Activities	Students Activities	Media
	3. Giving general description for up-coming course		

E. Evaluations:

Giving questions or case study for small groups discussion and class discussion to evaluate the understandability of students concerning the course material.

F. Task:

1. Reading items for the meeting here in after
2. Make small group

G. References:

- Hill, Charles W. L., dan Jones, Gareth R., *Strategic Management : An Integrated Approach, Fourth Edition*, Houghton Mifflin Company, USA, 1998. (H & J)
- Hitt, Michael A, et al., *Manajemen Strataegis : Menyongsong Era Persaingan dan Globalisasi*, Terjemahan, Penerbit Erlangga, Jakrta, 1997. (H)
- Idris, *Manajemen Strategi*, Jurusan Manajemen, Fakultas Ekonomi UNDIP, Semarang, 2001. (I)
- Lawrence R. Jauch & William F. Glueck., *Manajemen Strategis dan Kebijakan Perusahaan., Edisi Ketiga Terjemahan*, Penerbit Erlangga, Jakarta, 1995. (J & G)
- Pearce, John A., dan Robinson, Jr, Ricsard B., *Manajemen Stratejik : Formulasi, Implementasi dan Pengendalian.*, Bina Rupa Aksara, Jakarta, 1995. (P & R)

SET OF COURSE

Course Title : **STRATEGIC MANAGEMENT**

Course Code : EM 445

CREDIT HOURS : 3 x 60 minutes

NUMBER OF MEETING : 4

A. Objective:

1. General Instructional Objective:

After learning this course, students are to formulate and Analyze correct strategy for company

2. Specific Instructional Objective:

1. Understanding of Industry and Environment
2. Understanding of diagnosis environent
3. Understanding of Opportunity and Threat Environment

B. Main Topic : Industry and International Environment

C. Sub Topic

- :
1. Industry Environment
 2. International Environment
 3. Focus on Diagnosis
 4. Profile Opportunity and Threat Environment

D. Course Activities

Phase	Teaching Activities	Students Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the range of course 2. Explaining the benefit of course 3. Explaining the competency of GIO and SIO 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> 1. Explaining its important Industry & International Environment 2. Explaining about Profile and Diagnosis Opportunity and Threat Environment 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard

Phase	Teaching Activities	Students Activities	Media
Summary	<ol style="list-style-type: none"> 1. Summarizing the material 2. Giving questions 3. Giving general description for up-coming course 		OHT, OHP & whiteboard

E. Evaluations:

Giving questions or case study for small groups discussion and class discussion to evaluate the understandability of students concerning the course material.

F. Task:

1. Reading items for the meeting here in after
2. Make small group

G. References:

- Hill, Charles W. L., dan Jones, Gareth R., *Strategic Management : An Integrated Approach, Fourth Edition*, Houghton Mifflin Company, USA, 1998. (H & J)
- Hitt, Michael A, et al., *Manajemen Strataegis : Menyongsong Era Persaingan dan Globalisasi*, Terjemahan, Penerbit Erlangga, Jakrta, 1997. (H)
- Idris, *Manajemen Strategi*, Jurusan Manajemen, Fakultas Ekonomi UNDIP, Semarang, 2001. (I)
- Lawrence R. Jauch & William F. Glueck., *Manajemen Strategis dan Kebijakan Perusahaan.*, Edisi Ketiga Terjemahan, Penerbit Erlangga, Jakarta, 1995. (J & G)
- Pearce, John A., dan Robinson, Jr, Ricsard B., *Manajemen Stratejik : Formulasi, Implementasi dan Pengendalian.*, Bina Rupa Aksara, Jakarta, 1995. (P & R)

SET OF COURSE

Course Title : **STRATEGIC MANAGEMENT**

Course Code : EM 445

CREDIT HOURS : 3 x 60 minutes

NUMBER OF MEETING : 5

A. Objective:

1. General Instructional Objective:

After learning this course, students are to formulate and analyze correct strategy for company

2. Specific Instructional Objective:

- a. Understanding of Internal Environment
- b. Understanding Strength and Weakness

B. Main Topic : Internal Analysis and Diagnosis

C. Sub Topic :

1. Internal analysis factors
2. Strength and Weakness analysis
3. Strength and Weakness diagnosis

D. Course Activities

Phase	Teaching Activities	Students Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the range of course 2. Explaining the benefit of course 3. Explaining the competency of GIO and SIO 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> 1. Explaining its important external environment. 2. Explaining about Profile and Diagnosis strengths and weakness. 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"> 1. Summarizing the material 2. Giving questions 3. Giving general description for up-coming course 		OHT, OHP & whiteboard

E. Evaluations:

Giving questions or case study for small groups discussion and class discussion to evaluate the understandability of students concerning the course material.

F. Task:

1. Reading items for the meeting here in after
2. Make small group

G. References:

- Hill, Charles W. L., dan Jones, Gareth R., *Strategic Management : An Integrated Approach, Fourth Edition*, Houghton Mifflin Company, USA, 1998. (H & J)
- Hitt, Michael A, et al., *Manajemen Strataegis : Menyongsong Era Persaingan dan Globalisasi*, Terjemahan, Penerbit Erlangga, Jakrta, 1997. (H)
- Idris, *Manajemen Strategi*, Jurusan Manajemen, Fakultas Ekonomi UNDIP, Semarang, 2001. (I)
- Lawrence R. Jauch & William F. Glueck., *Manajemen Strategis dan Kebijakan Perusahaan.*, *Edisi Ketiga Terjemahan*, Penerbit Erlangga, Jakarta, 1995. (J & G)
- Pearce, John A., dan Robinson, Jr, Ricsard B., *Manajemen Stratejik : Formulasi, Implementasi dan Pengendalian.*, Bina Rupa Aksara, Jakarta, 1995. (P & R)

SET OF COURSE

Course Title : **STRATEGIC MANAGEMENT**

Course Code : EM 445

CREDIT HOURS : 3 x 60 minutes

NUMBER OF MEETING : 6

A. Objective:

1. General Instructional Objective:

After learning this course, students are to formulate and Analyze correct strategy for company

2. Specific Instructional Objective:

1. Comprehending about Alternative and Business definition
2. Comprehending about stability strategy, expansion, smallening and combination for Company

B. Main Topic : ESPECIAL STRATEGY ALTERNATIVE

C. Sub Topic :

1. Strategic Alternative And the Business Definition
2. Especial Strategy Alternative
3. Stability Strategy
4. Expansion Strategy
5. Smallening Strategy
6. Combination Strategy
7. Alternative and Achievement

D. Course Activities

Phase	Teaching Activities	Students Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the range of course 2. Explaining the benefit of course 3. Explaining the competency of GIO and SIO 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> 1. Explaining its important Alternative and Business definition 2. Explaining about stability strategy, expansion, smallening and combination for Company 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard

Phase	Teaching Activities	Students Activities	Media
Summary	<ol style="list-style-type: none"> 1. Summarizing the material 2. Giving questions 3. Giving general description for up-coming course 		OHT, OHP & whiteboard

E. Evaluations:

Giving questions or case study for small groups discussion and class discussion to evaluate the understandability of students concerning the course material.

F. Task:

1. Reading items for the meeting here in after
2. Make small group

G. References:

- Hill, Charles W. L., dan Jones, Gareth R., *Strategic Management : An Integrated Approach, Fourth Edition*, Houghton Mifflin Company, USA, 1998. (H & J)
- Hitt, Michael A, et al., *Manajemen Strataegis : Menyongsong Era Persaingan dan Globalisasi*, Terjemahan, Penerbit Erlangga, Jakrta, 1997. (H)
- Idris, *Manajemen Strategi*, Jurusan Manajemen, Fakultas Ekonomi UNDIP, Semarang, 2001. (I)
- Lawrence R. Jauch & William F. Glueck., *Manajemen Strategis dan Kebijakan Perusahaan.*, Edisi Ketiga Terjemahan, Penerbit Erlangga, Jakarta, 1995. (J & G)
- Pearce, John A., dan Robinson, Jr, Ricsard B., *Manajemen Stratejik : Formulasi, Implementasi dan Pengendalian.*, Bina Rupa Aksara, Jakarta, 1995. (P & R)

SET OF COURSE

Course Title : **STRATEGIC MANAGEMENT**

Course Code : EM 445

CREDIT HOURS : 3 x 60 minutes

NUMBER OF MEETING : 7

A. Objective:

1. General Instructional Objective:

After learning this course, students are to formulate and analyze correct strategy for company

2. Specific Instructional Objective:

1. Comprehending about strategy alternative in so many environment and possibility
2. Comprehending about International strategy

B. Main Topic : **CONSIDERING STRATEGIC VARIATION**

C. Sub Topic

- :
1. Internal Alternative and Eksternal
 2. Connected and un connected Alternative
 3. Horizontal And Vertical
 4. Passive And Active Alternative
 5. Variation of Strategi Internasional

D. Course Activities

Phase	Teaching Activities	Students Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the range of course 2. Explaining the benefit of course 3. Explaining the competency of GIO and SIO 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> 1. Explaining its important Alternative Strategy in so many environment and possibility. 2. Explaining about strategy of stability of strategy International 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"> 1. Summarizing the material 2. Giving questions 3. Giving general description 		OHT, OHP & whiteboard

Phase	Teaching Activities	Students Activities	Media
	for up-coming course		

E. Evaluations:

Giving questions or case study for small groups discussion and class discussion to evaluate the understandability of students concerning the course material.

F. Task:

1. Reading items for the meeting here in after
2. Make small group

G. References:

- Hill, Charles W. L., dan Jones, Gareth R., *Strategic Management : An Integrated Approach, Fourth Edition*, Houghton Mifflin Company, USA, 1998. (H & J)
- Hitt, Michael A, et al., *Manajemen Strataegis : Menyongsong Era Persaingan dan Globalisasi*, Terjemahan, Penerbit Erlangga, Jakrta, 1997. (H)
- Idris, *Manajemen Strategi*, Jurusan Manajemen, Fakultas Ekonomi UNDIP, Semarang, 2001. (I)
- Lawrence R. Jauch & William F. Glueck., *Manajemen Strategis dan Kebijakan Perusahaan.*, Edisi Ketiga Terjemahan, Penerbit Erlangga, Jakarta, 1995. (J & G)
- Pearce, John A., dan Robinson, Jr, Ricsard B., *Manajemen Stratejik : Formulasi, Implementasi dan Pengendalian.*, Bina Rupa Aksara, Jakarta, 1995. (P & R)

SET OF COURSE

Course Title : **STRATEGIC MANAGEMENT**

Course Code : EM 445

CREDIT HOURS : 3 x 60 minutes

NUMBER OF MEETING : 8

A. Objective:

1. General Instructional Objective:

After learning this course, students are to formulate and analyze correct strategy for company

2. Specific Instructional Objective:

1. Comprehending about attention of alternative to choice
2. Understand of process, perspective, description and dimension of time and strategic choice

B. Main Topic : Choice of Strategy

C. Sub Topic :

1. Giving All Mind To alternative to choice
2. Strategies choice process
3. Perspective for Strategies choice
4. Description Managerial choice factor
5. Time dimension and Strategies choice

D. Course Activities

Phase	Teaching Activities	Students Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the range of course 2. Explaining the benefit of course 3. Explaining the competency of GIO and SIO 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> 1. Explaining its important attention on alternative to choice 2. Explaining about process, perspective, description and dimension of time and strategic choice 	<ol style="list-style-type: none"> 3. Pay attention 4. Ask Question 	OHT, OHP & whiteboard

Phase	Teaching Activities	Students Activities	Media
Summary	<ol style="list-style-type: none"> 1. Summarizing the material 2. Giving questions 3. Giving general description for up-coming course 		OHT, OHP & whiteboard

E. Evaluations:

Giving questions or case study for small groups discussion and class discussion to evaluate the understandability of students concerning the course material.

F. Task:

1. Reading items for the meeting here in after
2. Make small group

G. References:

- Hill, Charles W. L., dan Jones, Gareth R., *Strategic Management : An Integrated Approach, Fourth Edition*, Houghton Mifflin Company, USA, 1998. (H & J)
- Hitt, Michael A, et al., *Manajemen Strataegis : Menyongsong Era Persaingan dan Globalisasi*, Terjemahan, Penerbit Erlangga, Jakrta, 1997. (H)
- Idris, *Manajemen Strategi*, Jurusan Manajemen, Fakultas Ekonomi UNDIP, Semarang, 2001. (I)
- Lawrence R. Jauch & William F. Glueck., *Manajemen Strategis dan Kebijakan Perusahaan.*, Edisi Ketiga Terjemahan, Penerbit Erlangga, Jakarta, 1995. (J & G)
- Pearce, John A., dan Robinson, Jr, Ricsard B., *Manajemen Stratejik : Formulasi, Implementasi dan Pengendalian.*, Bina Rupa Aksara, Jakarta, 1995. (P & R)

SET OF COURSE

Course Title : **STRATEGIC MANAGEMENT**

Course Code : EM 445

CREDIT HOURS : 3 x 60 minutes

NUMBER OF MEETING : 9

A. Objective:

1. General Instructional Objective:

After learning this course, students are to formulate and Analyze correct strategy for company

2. Specific Instructional Objective:

1. Comprehending about Strategy process
2. Understanding of about allocation of resource

B. Main Topic : EXECUTION: Allocation of Resource,
ORGANIZATION AND PLANNING SYSTEM

C. Sub Topic :

1. Process Strategy Execution
2. Allocation of Resource
3. Execution of Strategy Organizational
4. Planning System To Execute Strategic Management

D. Course Activities

Phase	Teaching Activities	Students Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the range of course 2. Explaining the benefit of course 3. Explaining the competency of GIO and SIO 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> 1. Explaining of Process Strategy Execution 2. Explaining of Allocation of Resource 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"> 1. Summarizing the material 2. Giving questions 3. Giving general description for up-coming course 		OHT, OHP & whiteboard

E. Evaluations:

Giving questions or case study for small groups discussion and class discussion to evaluate the understandability of students concerning the course material.

F. Task:

1. Reading items for the meeting here in after
2. Make small group

G. References:

- Hill, Charles W. L., dan Jones, Gareth R., *Strategic Management : An Integrated Approach, Fourth Edition*, Houghton Mifflin Company, USA, 1998. (H & J)
- Hitt, Michael A, et al., *Manajemen Strataegis : Menyongsong Era Persaingan dan Globalisasi*, Terjemahan, Penerbit Erlangga, Jakrta, 1997. (H)
- Idris, *Manajemen Strategi*, Jurusan Manajemen, Fakultas Ekonomi UNDIP, Semarang, 2001. (I)
- Lawrence R. Jauch & William F. Glueck., *Manajemen Strategis dan Kebijakan Perusahaan.*, *Edisi Ketiga Terjemahan*, Penerbit Erlangga, Jakarta, 1995. (J & G)
- Pearce, John A., dan Robinson, Jr, Ricsard B., *Manajemen Stratejik : Formulasi, Implementasi dan Pengendalian.*, Bina Rupa Aksara, Jakarta, 1995. (P & R)

SET OF COURSE

Course Title : **STRATEGIC MANAGEMENT**

Course Code : EM 445

CREDIT HOURS : 3 x 60 minutes

NUMBER OF MEETING : 10

A. Objective:

1. General Instructional Objective:

After learning this course, students are to formulate and Analyze correct strategy for company

2. Specific Instructional Objective:

1. Comprehending about planning and policy and also Strategic Leadership
2. Understanding of about execution of strategy of International Environment

B. Main Topic : EXECUTION: PLAN, POLICY, LEADERSHIP, AND STRATEGY

C. Sub Topic :

1. Execution Plan and policy
2. Leadership
3. Execution International Strategy

D. Course Activities

Phase	Teaching Activities	Students Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the range of course 2. Explaining the benefit of course 3. Explaining the competency of GIO and SIO 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> 1. Explaining of Plan and policy Leadership 2. Explaining of Execution International Strategy 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"> 1. Summarizing the material 2. Giving questions 3. Giving general description for up-coming course 		OHT, OHP & whiteboard

E. Evaluations:

Giving questions or case study for small groups discussion and class discussion to evaluate the understandability of students concerning the course material.

F. Task:

1. Reading items for the meeting here in after
2. Make small group

F. References:

- Hill, Charles W. L., dan Jones, Gareth R., *Strategic Management : An Integrated Approach, Fourth Edition*, Houghton Mifflin Company, USA, 1998. (H & J)
- Hitt, Michael A, et al., *Manajemen Strataegis : Menyongsong Era Persaingan dan Globalisasi*, Terjemahan, Penerbit Erlangga, Jakrta, 1997. (H)
- Idris, *Manajemen Strategi*, Jurusan Manajemen, Fakultas Ekonomi UNDIP, Semarang, 2001. (I)
- Lawrence R. Jauch & William F. Glueck., *Manajemen Strategis dan Kebijakan Perusahaan., Edisi Ketiga Terjemahan*, Penerbit Erlangga, Jakarta, 1995. (J & G)
- Pearce, John A., dan Robinson, Jr, Ricsard B., *Manajemen Stratejik : Formulasi, Implementasi dan Pengendalian.*, Bina Rupa Aksara, Jakarta, 1995. (P & R)

SET OF COURSE

Course Title : **STRATEGIC MANAGEMENT**

Course Code : EM 445

CREDIT HOURS : 2 x 3 x 60 minutes

NUMBER OF MEETING : 11 + 12

A. Objective:

1. General Instructional Objective:

After learning this course, students are to formulate and analyze correct strategy for company

2. Specific Instructional Objective:

1. Comprehending about process, motivate and the criterion to operation and evaluate
2. Comprehending about evaluation and correctional action

B. Main Topic : EXECUTION: EVALUATE AND EVALUATE STRATEGY

C. Sub Topic

- :
1. Process operation And Evaluate
 2. Motivate To Evaluate
 3. Evaluate Criteria
 4. Measurement Dan Feedback
 5. Evaluate And Corrective Action
 6. Management by Objective (MBO)

D. Course Activities

Phase	Teaching Activities	Students Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the range of course 2. Explaining the benefit of course 3. Explaining the competency of GIO and SIO 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> 1. Explaining of Process operation, Motivate To Evaluate and Evaluate Criteria 2. Explaining of Evaluate And Corrective Action 3. Explaining of Management by Objective (MBO) 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard

Phase	Teaching Activities	Students Activities	Media
Summary	<ol style="list-style-type: none"> 1. Summarizing the material 2. Giving questions 3. Giving general description for up-coming course 		OHT, OHP & whiteboard

E. Evaluations:

Giving questions or case study for small groups discussion and class discussion to evaluate the understandability of students concerning the course material.

F. Task:

1. Reading items for the meeting here in after
2. Make small group

G. References:

- Hill, Charles W. L., dan Jones, Gareth R., *Strategic Management : An Integrated Approach, Fourth Edition*, Houghton Mifflin Company, USA, 1998. (H & J)
- Hitt, Michael A, et al., *Manajemen Strataegis : Menyongsong Era Persaingan dan Globalisasi*, Terjemahan, Penerbit Erlangga, Jakarta, 1997. (H)
- Idris, *Manajemen Strategi*, Jurusan Manajemen, Fakultas Ekonomi UNDIP, Semarang, 2001. (I)
- Lawrence R. Jauch & William F. Glueck., *Manajemen Strategis dan Kebijakan Perusahaan.*, Edisi Ketiga Terjemahan, Penerbit Erlangga, Jakarta, 1995. (J & G)
- Pearce, John A., dan Robinson, Jr, Ricsard B., *Manajemen Stratejik : Formulasi, Implementasi dan Pengendalian.*, Bina Rupa Aksara, Jakarta, 1995. (P & R)

SET OF COURSE

Course Title : **STRATEGIC MANAGEMENT**

Course Code : EM 445

CREDIT HOURS : 2 x 3 x 60 minutes

NUMBER OF MEETING : 13 + 14

A. Objective:

1. General Instructional Objective:

After learning this course, students are to formulate and analyze correct strategy for company

2. Specific Instructional Objective:

1. Comprehending about process, motivate and the criterion to operation and evaluate
2. Comprehending about evaluation and correctional action

B. Main Topic : Applying of Management Process of Strategies

C. Sub Topic :
Review and Discussion Management Strategic Cases

D. Course Activities

Phase	Teaching Activities	Students Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the range of course 2. Explaining the benefit of course 3. Explaining the competency of GIO and SIO 	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 	OHT, OHP & whiteboard
Contents	Strategic Management Cases	<ol style="list-style-type: none"> 1. Pay attention 2. Ask Question 3. Discussion 	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"> 1. Summarizing the material 2. Giving questions 3. Giving general description during 1 semester 		OHT, OHP & whiteboard

E. Evaluations:

Giving questions or case study for small groups discussion and class discussion to evaluate the understandability of students concerning the course material.

F. Task:

1. Reading items for the meeting here in after
2. Make small group

G. References:

- Hill, Charles W. L., dan Jones, Gareth R., *Strategic Management : An Integrated Approach, Fourth Edition*, Houghton Mifflin Company, USA, 1998. (H & J)
- Hitt, Michael A, et al., *Manajemen Strataegis : Menyongsong Era Persaingan dan Globalisasi*, Terjemahan, Penerbit Erlangga, Jakrta, 1997. (H)
- Idris, *Manajemen Strategi*, Jurusan Manajemen, Fakultas Ekonomi UNDIP, Semarang, 2001. (I)
- Lawrence R. Jauch & William F. Glueck., *Manajemen Strategis dan Kebijakan Perusahaan.*, Edisi Ketiga Terjemahan, Penerbit Erlangga, Jakarta, 1995. (J & G)
- Pearce, John A., dan Robinson, Jr, Ricsard B., *Manajemen Stratejik : Formulasi, Implementasi dan Pengendalian.*, Bina Rupa Aksara, Jakarta, 1995. (P & R)