



Strategic Management

Week 1



What we will discuss

• Part 1

- Introduction
- Getting to Know Strategic Management

• Part 2

- Strategy Formulation
 - The Business Vision and Mission
 - External Assessment
 - Internal Assessment
 - Strategies in Action
 - Strategy Analysis and Choice

• Part 3

- Strategy Implementation
 - Implementing Strategies: Mgt and Operation Issues
 - Implementing Strategies: Marketing, Finance/Accounting, R&D, MIS

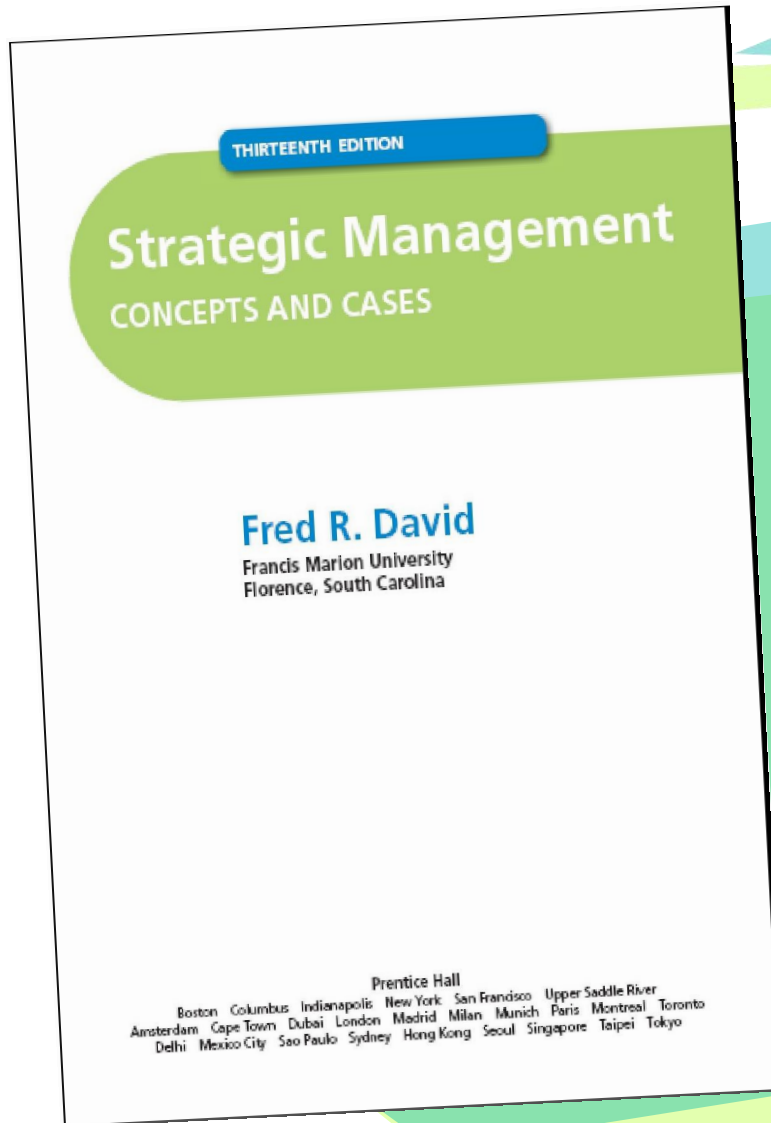
• Part 4

- Strategy Evaluation
 - Strategy Review, Evaluation, and Control

• Part 5

- SM Case Analysis
 - Case Analysis
 - Present Case Analysis

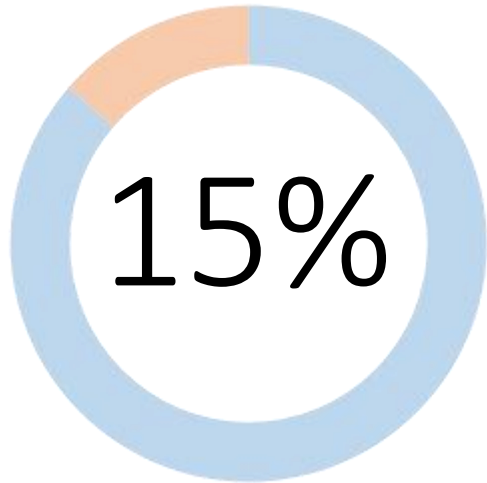
REFERENCES



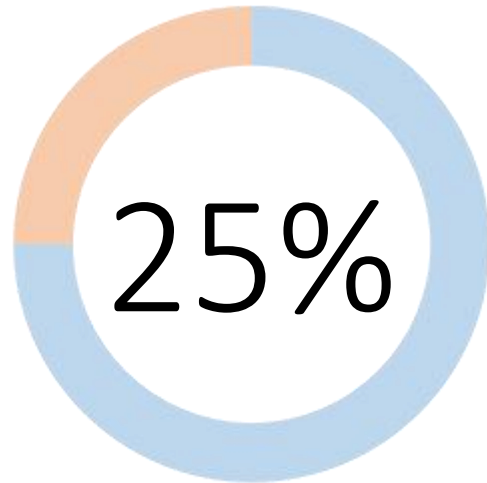
- Main Reference

- Fred R. David. 2011. Strategic Management: Concept and Cases 13th Edition. New Jersey: Prentice Hall
- Fred R. David. 2015. Manajemen Strategik: Suatu Pendekatan Keunggulan Bersaing Edisi 15. Jakarta: Salemba Empat
- Jay B. Barney. 2007. Gaining and Sustaining Competitive Advantage 3th Edition. New Jersey: Pearson Prentice Hall
- Or, you can read another book with different author or another resource such as SM articles

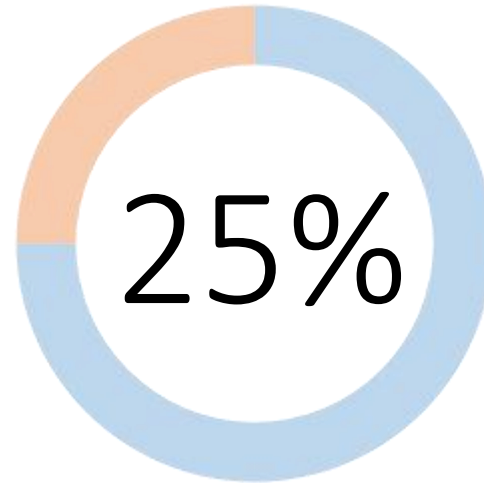
Komposisi Penilaian



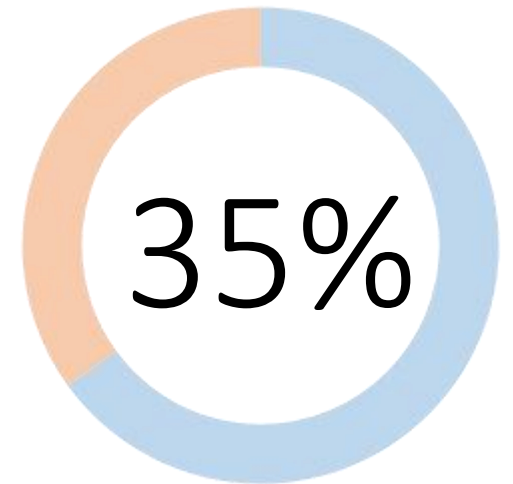
- Kehadiran, Sikap, Keaktifan/partisipasi



- Diskusi dan presentasi



- Tugas, kuis, studi kasus



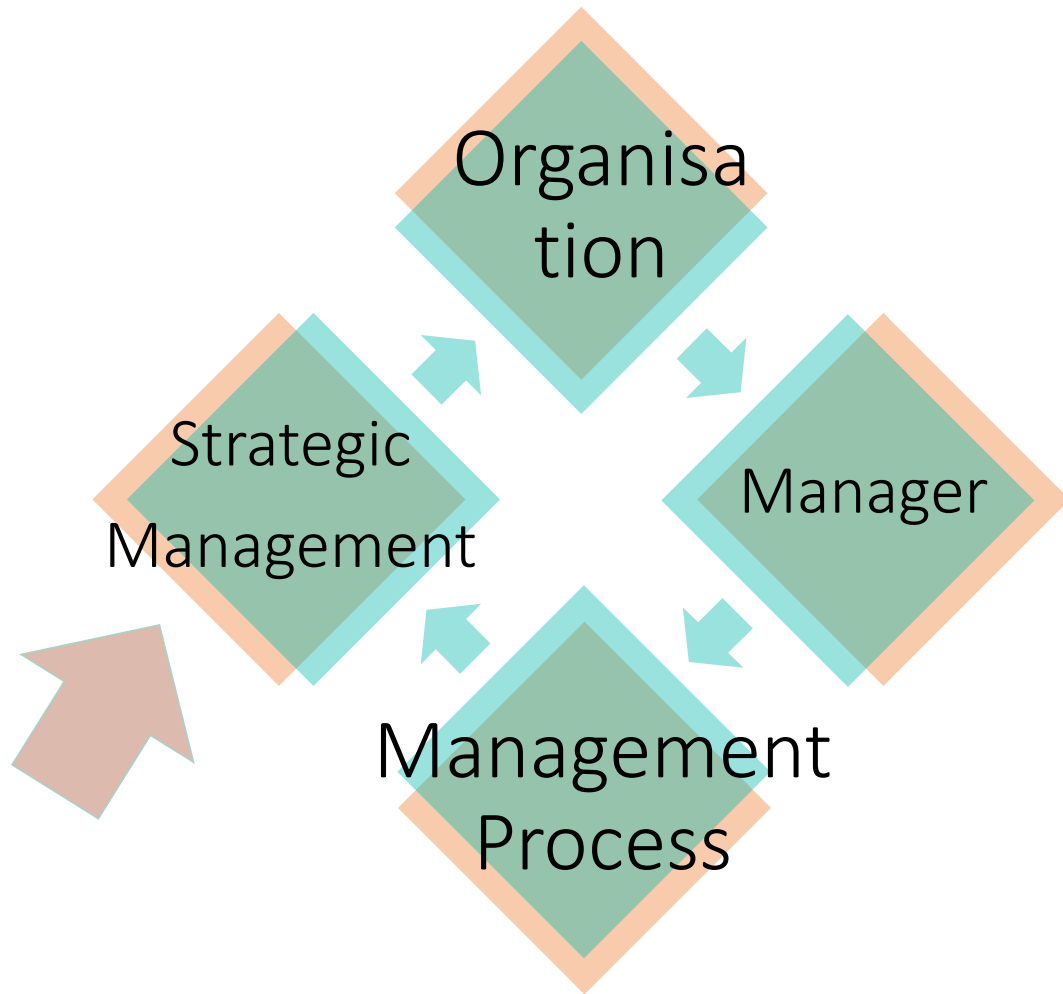
- UAS



Learning Contract



Where is the SM position?



- OUR FOCUS



Strategi

v

Taktik



STRATEGIC ANALYSIS



BCG Matrix | Boston Matrix



BUSINESS STRATEGIES

Only
\$5.23



An illustration of a fast-food meal on a red background. It includes a white drive-thru cup with a red lid and a straw, a golden-brown burger with a green lettuce strip, and a red paper tray filled with golden french fries.

		
Coffee 50¢	Starbucks Coffee \$1.50	Starbucks Toffeenut Cappuccino \$3.50

CORPORATE STRATEGIES



XL axiata



“GAINING AND SUSTAINING COMPETITIVE ADVANTAGE”

