

**Course Syllabus**  
**Strategic Management**  
**EX-MBA Program**  
**College of Graduate Study in Management, BKK Campus**  
**Khon Kaen University**

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**Instructor:** Dr. Kunchit Singсуwan (ดร. คุรุชิต สิงสุววรรณ)  
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**Day:** Wed. (6:00 p.m. – 9:30 p.m.)

**Learning Objectives:**

1. To understand business concepts, theories and case studies relating strategic management contexts.
2. To understand how to analyze external and internal business environment.
3. To understand how to effectively construct a company vision, mission, goals, corporate-level strategy, business-level strategy, and functional-level strategy and latest strategic management concepts such as blue ocean strategy, long tail strategy, strategic dimensions of technology, strategic issue management (*SIM Model*), and weak signal management.
4. To understand how to implement strategies via balanced scorecard (BSC) and EVM.
5. To understand how the scope of management to change.

**Textbooks** All textbooks and handouts

**Teaching Method** Lecture, Workshop, and Case Study

<b><u>Mark Allocation</u></b>	Quizz & Workshop	30 Marks
	Term Paper & Presentation	30 Marks
	Final Examination	<u>40</u> Marks
		<u>100</u> Marks

Order	Topics
1	-Balanced Scorecard (BSC) & Strategy Map ( <i>Part-I</i> ) -Strategic Management Process
2	-Environment-Strategy-Capability Gap Analysis ( <i>ESC Gap Analysis</i> ) -Five Force Model -Value Chain Model
3	-SWOT Analysis using EFAS -SWOT Analysis using IFAS -TOWS Metrix Model
4	-Blue Ocean Strategy ( <i>BOS</i> ) -Long Tail Strategy
5	-Corporate-Level -Business-Level Strategy -Functional-Level Strategy -Organizational Structure -Emerging of Dual Structure, Dual System, and Dual Budget -Strategic Issue Management (SIM Model) -Strategic Dimensions of Technology
6	-Balanced Scorecard (BSC) & Strategy Map ( <i>Part-II</i> ) -Competency Management -360 degree Performance Evaluation -Resistance to Change Management
7	-Economic Value Management (EVM) -Malcolm Baldrige Principle -7 S Model ( <i>McKinsey</i> )
8	<b>Term Project Presentation</b>