

FB6890: MANAGEMENT, STRATEGY AND LEADERSHIP

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Management, Strategy and Leadership

Subject Code

FB - College of Business (FB)

Course Number

6890

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

4

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

NIL

Precursors

NIL

Equivalent Courses

NIL

Exclusive Courses

NIL

Additional Information

NIL

Part II Course Details

Abstract

This course aims to enhance ability of seasoned executives and professionals to strategically analyze complex business challenges and opportunities faced by organizations, and to develop innovative solutions and leadership approaches to create sustainable competitive advantages in dynamic market environments.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Evaluate an organization' s internal and external environment to analyze strategic issues, opportunities and threats.		x	x	x
2	Compare alternative strategic options and formulate effective strategies and plans to achieve organizational goals.		x	x	x
3	Develop leadership approaches and solutions to drive organizational transformation and change management.		x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Pre-class online study	Students will have some readings in advance to familiarize themselves with the course material and prepare for upcoming lectures or discussions.	1, 2, 3	
2	Seminars	Students participate in interactive sessions led by experts or guest speakers, where they discuss and explore specific topics in-depth, sharing knowledge and engaging in critical analysis.	1, 2, 3	

3	Expert Sharing	Students are encouraged to join the sharing session conducted by experts to gain first-hand exposure to real-world practices, industry settings, and insights on corporate strategies.	1, 2, 3	
4	Group and Individual Projects	Students complete tasks or projects either individually or in groups, applying their knowledge and skills to demonstrate understanding and achieve specific learning objectives.	1, 2, 3	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Individual Project/ Assignment	1, 2, 3	50	-	Yes
2	Group Project / Assignment	1, 2, 3	50	-	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

1. Assignments

Criterion

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

Excellent

(A+, A, A-)

The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

Good

(B+, B, B-)

The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position.
Some new insights and questions offered with clear evidence of learning from the course.

Fair

(C+, C, C-)

The arguments are highly relevant and accurate with fair appreciation of the subject matter, principles/conceptual framework and the contemporary context.

Marginal

(D)

The arguments are relevant and accurate but isolated, addressing the subject matter only in part and lacking both a strong grounding in principles/ conceptual framework and understanding of the contemporary context.
No originality, weak justification of conclusions and poorly structured.

Failure

(F)

Little evidence of familiarity with the subject matter;
Fail to submit the individual essay.

Assessment Task

2. Projects

Criterion

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

Excellent

(A+, A, A-)

The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/conceptual framework and the contemporary context.

Good

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No originality, weak justification of conclusions and poorly structured.

Failure

(F)

Little evidence of familiarity with the subject matter;

Fail to submit the individual essay.

Assessment Task

3. Essays

Criterion

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

Excellent

(A+, A, A-)

The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/conceptual framework and the contemporary context.

Good

(B+, B, B-)

The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position.

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Fail to submit the individual essay.

Part III Other Information

Keyword Syllabus

- Strategic management
- Competitive advantage
- Innovation
- Strategic planning
- Leadership
- Change management
- Organizational transformation
- Business strategy
- Strategic analysis
- Crisis management

Reading List

Compulsory Readings

Title	
1	Akkaya, B (2020) Agile business leadership methods for industry 4.0
2	Joly, H. (2021) The heart of business: leadership principles for the next era of capitalism. Boston, Massachusetts: Harvard Business Review Press.
3	Rothaermel, F. (2024) Strategic management. 6th edition. New York: McGraw-Hill
4	Dess, G. et al (2024) Strategic Management: Text and Cases. 11th Edition. McGraw-Hill
5	Manning, G. and K. Curtis (2022) The Art of Leadership, 7th Edition. McGraw-Hill
6	Hill, A. (2023) Centennials: The 12 Habits of Great, Enduring Organisations. Cornerstone Press.