

CB4303: STRATEGIC MANAGEMENT

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Strategic Management

Subject Code

CB - College of Business (CB)

Course Number

4303

Academic Unit

Management (MGT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

CB2300 Management

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course is designed to be the capstone of the BBA core program. It builds on the concepts, knowledge and skills of management (CB2300) and the different business disciplines/functions. It aims to develop the ability of students to manage

the strategic issues of an organization systematically and comprehensively. This course adopts a "big picture" perspective to focus on business success. Drawing upon the language and mindset of business leaders, it provides both the conceptual tools and practical advice needed to: define, measure and achieve business success; analyze an organization and its environment; design and evaluate corporate and business strategies; understand the implications of environmental changes; and manage, or effectively participate in, strategy making/planning and implementation. The ultimate objective is to understand why and how an organization can achieve and sustain superior performance. The course may include lectures, discussions, exercises, and cases. The lectures introduce concepts, principles, theories, models and/or frameworks. Discussions, exercises and/or cases aim to apply strategic management to the complex problems faced by real organizations.

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate understanding of the key concepts, principles, theories, models & frameworks of strategic management.	x	x	
2	Generate a systematic and comprehensive strategic-level analysis of an organization and its environment.		x	x
3	Develop and justify appropriate business strategies and corporate strategies.	x	x	x
4	Integrate knowledge and skills from different business disciplines into strategic analysis and strategy making.	x	x	x
5	Demonstrate skills that are important to business success, including critical thinking, managing strategic issues, oral and written communication, and working as a team.	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	Lectures or Presentations	Student will learn the key concepts, principles, theories, models and framework of strategic management.	1, 4, 5

2	Discussions, exercises and/or Cases	Students will be provided with opportunities to apply the key concepts, principles, models and frameworks to real world organizations. Students will analyze and evaluate organizational situations, and then recommend and justify solutions.	2, 3, 4, 5	
3	Peer Discussions and Practice	Student teams will investigate the strategic issues of an organization. Presentations will be scheduled for each team to share their study.	2, 4, 5	

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?	
1	Individual contribution to meetings, discussions and exercises	2, 3, 4, 5	20	-	No
2	Test(s) or Quiz(zes)	1, 4, 5	20	-	No
3	Team project Student teams will produce a written report and present their analysis orally.	2, 4, 5	30	-	No

Continuous Assessment (%)

70

Examination (%)

30

Examination Duration (Hours)

2

Assessment Rubrics (AR)**Assessment Task**

Individual Contribution

Criterion

Meeting attendance; Quality and quantity of contributions to meetings, discussions and exercises.

Excellent (A+, A, A-)

The student always attends meetings and frequently makes a significant contribution by asking questions, sharing insights or making comments that are excellent.

Good (B+, B, B-)

The student attends almost all meetings on time and often contributes by asking questions, sharing insights or making comments that are good.

Fair (C+, C, C-)

The student mostly attends on time and makes some contributions by asking questions, sharing insights or making comments.

Marginal (D)

The student attends meetings irregularly and rarely contributes to shared learning.

Failure (F)

The student rarely or never attends class on time and has not made a significant contribution to this class.

Assessment Task

Team project

Criterion

Application of relevant concepts, principles, theories, models and frameworks. Quality of analysis, interpretation and development of conclusions and recommendations; Communication skills.

Excellent (A+, A, A-)

The deliverables effectively communicate the excellent application of strategic management knowledge and skills. Conclusions and recommendations clearly follow from and are strongly supported by evidence and reasoning.

Good (B+, B, B-)

The deliverables clearly demonstrate extensive strategic management knowledge and skills. Conclusions and recommendations follow from and are supported by good evidence and sound reasoning.

Fair (C+, C, C-)

The deliverables show evidence that some strategic management knowledge and skills have been mastered. Conclusions and recommendations are supported by evidence and reasoning.

Marginal (D)

The deliverables show that a few strategic management skills have been mastered. Conclusions and recommendations are supported by some evidence and/or reasoning.

Failure (F)

Failure to submit the required deliverables or deliverables at a level of quality that fails to meet the minimal standards of a capstone UG course.

Assessment Task

Test(s) or Quiz(zes) and Written Exam

Criterion

Demonstrating an understanding of key strategic management ideas and the ability to apply them to real world situations.

Excellent (A+, A, A-)

Evidence of excellent understanding and application of key strategic management concepts and skills.

Good (B+, B, B-)

Evidence of good understanding and application of key strategic management concepts and skills.

Fair (C+, C, C-)

Evidence of fair understanding and application of strategic management knowledge and skills.

Marginal (D)

Evidence of familiarity with the subject matter that enables the student to proceed without repeating the course.

Failure (F)

Lack of understanding or major misunderstanding of fundamental strategic management knowledge and skills.

Part III Other Information

Keyword Syllabus

This course aims to cover the following topics:

Key concepts of strategic management

Stakeholders and business performance

External environmental analysis

Internal organizational analysis

Business models

Business-level strategy

Corporate-level strategy

International strategy

Ethical, corporate social responsibility and sustainability issues for strategic management

Reading List

Compulsory Readings

Title	
1	Frank T. Rothaermel. Strategic Management (latest edition), McGraw-Hill Education. * A tailored version of the textbook may be used.
2	Assigned business cases.

Additional Readings

Title	
1	Supplementary articles and readings specified by the instructor.