

## Course Syllabus

1. Course Number	01111465
2. Course Credit	3
3. Course Title	Agri-Enterprise Strategic Planning
4. Faculty/Department	Economics
5. Semester	1
6. Academic Year	2018
7. Instructor	Thongchai (Toby) Srivardhana Ph.D E-mail: tobytcs@gmail.com Office Hour: Upon Request
8. Condition	Prerequisite: Principles of Management
9. Status	Selective
10. Curriculum	(International Program)
11. Degree	Undergraduate
12. Hours/Week	3 hours/week

### **Background**

Strategic management is a high-level course requiring integration of all fields of business (accounting, finance, marketing, production, human resources, or information systems). The goal of strategic management is to increase the value of the firm by creating, capturing, and sustaining competitive advantage. Throughout the course, the spotlight will be trained on the foremost issue in running a business enterprise: “What must managers do, and do well, to make the company a winner in the game of business?” The answer that emerges, and which becomes the theme of the course, is that good strategy-formulation and -execution are the key ingredients of company success and the most reliable signs of good management. **The mission of the course is to explore why good strategic management leads to good business performance, to present the basic concepts and tools of strategic analysis, and to drill you in the methods of crafting a well-conceived strategy and executing it competently.**

### **Recommended Textbooks**

- Thompson, Strickland and Gamble, *Crafting and Executing Strategy, The Quest for Competitive Advantage: Concepts & Cases*, the latest Edition
- Hitt, Ireland, and Hoskisson, *Strategic Management, Competitiveness and Globalization: Concepts and Cases*, the latest Edition
- Rothaermel, *Strategic Management, Concepts and Cases*, the latest Edition

## **Grading Scheme**

<input type="checkbox"/> Class Participation	10%
<input type="checkbox"/> Midterm SWOT Analysis Presentation	10%
<input type="checkbox"/> Diary Writing	10%
<input type="checkbox"/> Final Presentation	30%
<input type="checkbox"/> Final Exam	40%

## **Tentative Course Schedule**

### **Class Session #1 (09/08/18)**

- Introduction: Objectives of the course
- Lecture: What is Strategy and Why is it Important?; Hyper-competition
- Discussion -Three Big Questions
- Assignment: Students' BIO

### **Class Session #2 [Where do we want to go?] (16/08/18)**

- Lecture: Identifying Company's Strategy; Strategy versus Business Model
- Discussion -Tests of a Winning Strategy
- Assignment: Read Case and Prepare for Discussion

### **Class Session #3 [Where are we now?] (23/08/18)**

- Lecture: Process of Crafting and Executing Strategy
- Discussion – Phase 1 – 5; Levels of Strategy
- Assignment: Read Case and Prepare for Discussion

### **Class Session #4 [Where are we now?] (30/08/18)**

- Lecture: External Environment Analyses: PEST, Five Forces Model
- Discussion: PEST & Five Forces Model
- Assignment: Five Forces Model of the assigned case

### **Class Session #5 [Where are we now?] (6/09/18)**

- Presentations of Five Force Analyses
- Lecture: External Environment Analyses (Continued); Competitor Analyses
- Discussion—Strategic Group Mapping & Industry's Key Success Factors
- Assignment: Industry's Key Success Factors

### **Class Session #6 [Where are we now?] (13/09/18)**

- Lecture: Internal Environment Analyses; Competencies; Value Chain Analysis; Benchmarking
- Discussion: Four Criteria for Sustainable CA; Weighted Strength Assessment; SWOT & TOWS Matrix

**Class Session #7** [How to get there?] (20/09/18)

- Lecture: The Five Generic Competitive Strategies
- Discussion: Cost Leadership; Product Differentiation & Focused Strategies
- Assignment: News and Articles of Firm's using a competitive strategy 15-20 Minutes

**Class Session #8 After Midterm Project Presentation (10%)** (4/10/18)

- PowerPoint Presentation per Group
  - Background and Business Model of the company
  - Internal Environment Analysis
  - External Environment Analysis
  - SWOT list
  - Interesting Challenges for the company

**Class Session #9** [How to get there?] (11/10/18)

- Lecture: Blue Ocean Strategy (BOS) – Concepts
- Discussion: Blue Ocean Workshop

**Class Session #10** [How to get there?] (18/10/18)

- Lecture: Diversifications: Strategies for Managing a Group of Businesses; Strategic Fits; Related and Unrelated Diversifications
- Discussion - Positive and Negative Synergy –Survival Simulation Game

**Graduation Ceremony Break (22-25/10/18)**

**Class Session #11** [How to get there?] **A. Pattarapol Chankam** (1/11/18)

- Lecture: Design Thinking and Strategies
- Discussion: How to incorporate design thinking into business level strategy?

**Class Session #12** [How to get there?] **A. Pattarapol Chankam** (8/11/18)

- Lecture: Product and Sustainable Design Strategies
- Discussion with the guest

**Class Session #13** [How to get there?] **Dr. Sawat Wanarat** (15/11/18)

- Lecture: Operational Strategy for Productivity
- Discussion with the guest

**Class Session #14-15 Final Project Presentation** (4 Groups) (22-29/11/18)

- Case Presentation #1–
- Case Presentation #2–
- Case Presentation #3–
- Case Presentation #4–

### **Final Project Presentation Guideline**

- Pick one of the following leading companies (Starbucks, Apple, eBay, WalMart, P&G etc.) and conduct the three big questions analyses
- The PowerPoint format report should be prepared and must be submitted to the instructor prior to the presentation.
- To make sure everyone learn on how to present business issues in the professional manner, ALL MEMBERS must present and conduct the Q&A session in front of the class.
- The report must contain at least the following information:
  - Where are we now?: focus on the company's current situation, deploy organization assessment tool such as Internal & External Environment Analyses, PEST, Porter's Five Force Model, Financial Position, Weighted Strength Assessment, Value Chain Analysis, Market Position, Organization & Management Critique (Current Strategy Assessment) and conclude in overall and completed SWOT Analysis
  - Where do we want to go?: focus on the vision and mission statements of the company. Do you think the statements are up-to-date?
  - How to get there?: Review the company's most serious issues (around 3 – 5 issues), provide reason(s) why the team considers these issues are the most serious; and recommend how to improve and move forward toward the current vision and mission statements
  - Team must ensure that the issues as stated above are all addressed and supported with relevant facts and a sound judgement.

### **Learning Diary**

- After each session, students must write one-page summary of what you have learned from the class;
- This diary must reflect all contents and knowledge related to the class content or it may contain your thoughts of the content and knowledge that you think will benefit your future career or work with regards to strategic management issues.
- At the end of the course, I will pick up all diaries for each session for grading;
- The grading will be based on the quality of writing and how interesting your diary is to me.

**Student Bio (Due date is the second week of the Class)**

**I will keep this information confidential and use it only as a basis for learning your name, designing class exercises, and providing progress feedback.**



Please paste or staple your photo or copy of your photo here (e.g., enlarge student ID picture will do)

Name \_\_\_\_\_

Student ID# \_\_\_\_\_

Major \_\_\_\_\_

Home town/state/country \_\_\_\_\_

Your full email address \_\_\_\_\_

Phone Number \_\_\_\_\_

Expected Grade \_\_\_\_\_

Employment Objectives upon Graduation \_\_\_\_\_

Prior Work Experience \_\_\_\_\_

Hobbies \_\_\_\_\_

Countries traveled \_\_\_\_\_

ANYTHING else I should know \_\_\_\_\_

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