

STRATEGIC MANAGEMENT THROUGH STUDENT LENSES



Yusof Ismail



IIUM PRESS
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

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IIUM Press

Published by:
IIUM Press
International Islamic University Malaysia

First Edition, 2011
©IIUM Press, IIUM

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Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

Yusof Ismail: Strategic Management Through students Lenses

ISBN: 978 967 418 181 9

Member of Majlis Penerbitan Ilmiah Malaysia – MAPIM
(Malaysian Scholarly Publishing Council)

Printed by :
IIUM PRINTING SDN.BHD.
No. 1, Jalan Industri Batu Caves 1/3
Taman Perindustrian Batu Caves
Batu Caves Centre Point
68100 Batu Caves
Selangor Darul Ehsan
Tel: +603-6188 1542 / 44 / 45 Fax: +603-6188 1543
EMAIL: iiumprinting@yahoo.com

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TEACHING OF STRATEGIC MANAGEMENT IN UNDERGRADUATE AND MASTER OF MANAGEMENT CLASSES

SUHAIMI MHD SARIF

Abstract

This is the first of two chapters on the instructors' perspectives of SM. Students should be interested to know adoption criteria of the main textbook used by the instructor and the type of relationship exists between teaching and textbook by an instructor. This chapter provides the instructor's version of core concepts in SM and the benefits of studying the course. Students may want to verify whether their study approaches coincide with their instructor's, and compare their views with the instructor's with regard to in-class learning, learning through coursework, and coursework preferences of the instructor. In this chapter, the instructor also shares his thoughts about case studies and lectures, and his preferences for tests, case reports, oral presentations, and examinations. When no remarks are made on the master's program, reader may assume that the instructor used the same approach for both undergraduate and master's programs.

BASICS OF STRATEGIC MANAGEMENT

Instructor and main text

Since Semester 2 2009/2010, I adopted *Strategic Management: Concepts and Cases*, 12th edition, by F. R David, published by Pearson Education, Inc. (2010) for my postgraduate class of *Organizational Policy and Strategy*. From Semester 1, 2010/2011 until now (Semester 2, 2011/2012), I am still adopting *Strategic Management: Concepts and Cases*, 13th edition, by F. R David, published by Pearson Education, Inc. (2011).

As for my undergraduate *Strategic Management*, during last semester (Semester 1 2011-2012), my colleagues and I adopted *Strategic Management:*