STRATEGIC MANAGEMENT
THROUGH STUDENT LENSES

Yusof Ismail

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STRATEGIC MANAGEMENT THROUGH STUDENT LENSES

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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

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