

STRATEGIC MANAGEMENT THROUGH STUDENT LENSES



Yusof Ismail



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TEACHING OF STRATEGIC MANAGEMENT IN UNDERGRADUATE AND MASTER OF MANAGEMENT CLASSES - II

YUSOF ISMAIL

Abstract

This is the second of two chapters on the instructors' perspectives of SM. This and the previous chapter give the readers two samples of the instructors' perspectives of SM. The two instructors share some and differ in other aspects of their course management. 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.

INTRODUCTION

The core of the book contains student views. Theirs reflect primarily their experience in the studying *Strategic Management* in my classes. I would like to compare notes with the student authors. In this chapter, I made an attempt to respond to the questions that I used as to guide my students to share their experiences in learning *Strategic Management*. If I do not state specifically my opinions on a sub-topic, readers will have to assume that I adopt the same approach with both undergraduate and master's students.