

STRATEGIC MANAGEMENT THROUGH STUDENT LENSES



Yusof Ismail



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COMPARING SELECTED TEXTS ON STRATEGIC MANAGEMENT BY TWO INTERNATIONAL PUBLISHERS

Yusof Ismail

Abstract

Textbooks are a great companion both to the instructor and students. The titles of books published by two publishers were compared particularly along significant dimensions which comprise: Strategic management process, ethics, social responsibility and environmental sustainability, external assessment, internal assessment, strategies, strategy formulation, strategy selection, strategy implementation and strategy evaluation. Results show that overall books covered the subject matter of strategy formulation the most, and followed by strategy implementation. However, they gave minimal coverage of strategy evaluation. Titles published by Pearson tend to give higher coverage compared to those of McGraw-Hill.

Introduction

Human instructor plays an important role to disseminate knowledge and provide clarification to ensure that the instructional and learning objectives are achieved in a course. It is for the benefit of both the instructor and the learners that a course adopts a common reference, such as a textbook. The extent of usage and reliance of a text book or recommended texts to achieve instructional-learning objectives varies from instructor to instructor. This discretion recognizes the importance of an instructor as a course manager, with or without the main textbook.

This chapter presents an analysis of selected texts of higher education from two reputable international publishers, i.e. Pearson Higher Education of Pearson Education, Inc. and McGraw-Hill Higher Education of The McGraw-Hill Companies.

Objectives

The main objective of this chapter is to identify the extent to which selected textbooks of these two publishers discuss the major components of the strategic management process. A secondary objective is to find out new features that some of the texts have incorporated to appeal to faculty adopters and readers in general.