


PORTOFOLIO MATA KULIAH


	INSTITUT TEKNOLOGI SEPULUH NOPEMBER (ITS) FAKULTAS TEKNOLOGI INDUSTRI DAN REKAYASA SISTEM DEPARTEMEN TEKNIK SISTEM DAN INDUSTRI				
	Mata Kuliah (MK)	Kode	RMK	Bobot (sks)	Semester
Manajemen Strategi <i>Strategic Management</i>	TI184986	PSMI	3	7 - Pilihan	Agustus 2020
Otorisasi / Pengesahan	Dosen MK / Koordinator MK		Ketua RMK	Kadep / Kaprodi	
	Patdono Suwignjo		Lantip Trisunarno	Nurhadi Siswanto	
Team Teaching	Patdono Suwignjo, Naning Aranti Wessiani, Aghdhi Pratiwi				

Capaian Pembelajaran Lulusan (CPL) sesuai dengan IABEE / Program Learning Outcomes (PLO) based on IABEE criteria

Kode / code	Deskripsi CPL / PLO description
(a)	<p>Kemampuan menerapkan pengetahuan matematika, ilmu pengetahuan alam dan/atau material, teknologi informasi dan keteknikan untuk mendapatkan pemahaman menyeluruh tentang prinsip-prinsip keteknikan.</p> <p><i>The ability to apply knowledge of mathematics, natural sciences and/or materials, information technology, and engineering to obtain a comprehensive understanding of engineering principles.</i></p>
(b)	<p>Kemampuan mendesain komponen, system dan/atau proses untuk memenuhi kebutuhan yang diharapkan didalam batasan-batasan realistis, misalnya hukum, ekonomi, lingkungan, sosial, politik, kesehatan dan keselamatan, keberlanjutan serta untuk mengenali dan/atau memanfaatkan potensi sumber daya local dan nasional dengan wawasan global.</p> <p><i>The ability to design components, systems, and/or processes to meet expected needs within realistic constraints, such as laws, economics, environment, social, political, health and safety, sustainability, and to recognize and/or utilize the potential of local and national resources with global insight.</i></p>
(c)	<p>Kemampuan mendesain dan melaksanakan eksperimen laboratorium dan/atau lapangan serta menganalisis dan mengartikan data untuk memperkuat penilaian teknik.</p> <p><i>The ability to design and conduct laboratory and/or field experiments and to analyze and interpret data to strengthen engineering assessments.</i></p>
(d)	<p>Kemampuan mengidentifikasi, merumuskan, menganalisis dan menyelesaikan permasalahan teknik.</p> <p><i>The ability to identify, formulate, analyze, and solve engineering problems.</i></p>
(e)	<p>Kemampuan menerapkan metode, keterampilan dan piranti teknik yang modern yang diperlukan untuk praktek keteknikan</p> <p><i>The ability to apply modern engineering methods, skills, and tools required for engineering practice.</i></p>
(f)	<p>Kemampuan berkomunikasi secara efektif baik lisan maupun tulisan</p> <p><i>The ability to communicate effectively both orally and in writing.</i></p>
(g)	<p>Kemampuan merencanakan, menyelesaikan dan mengevaluasi tugas didalam batasan-batasan yang ada.</p> <p><i>The ability to plan, execute, and evaluate tasks within existing constraints.</i></p>
(h)	<p>Kemampuan bekerja dalam tim lintas disiplin dan lintas budaya.</p>

	<i>The ability to work in interdisciplinary and cross-cultural teams.</i>
(i)	<p>Kemampuan untuk bertanggung jawab kepada masyarakat dan mematuhi etika profesi dalam menyelesaikan permasalahan teknik.</p> <p><i>The ability to be accountable to society and adhere to professional ethics in addressing engineering problems.</i></p>
(j)	<p>Kemampuan memahami kebutuhan akan pembelajaran sepanjang hayat, termasuk akses terhadap pengetahuan terkait isu-isu kinian yang relevan.</p> <p><i>The ability to understand the need for lifelong learning, including access to knowledge related to relevant contemporary issues.</i></p>

RENCANA PEMBELAJARAN SEMESTER (RPS) – COURSE PLANNING

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1. Deskripsi Mata Kuliah (*Course Description*)

Mata kuliah manajemen strategi bertujuan untuk memberikan pengetahuan mahasiswa tentang:

- kompetisi yang ada di pasar barang atau jasa,
- atribut-atribut kompetisi yang bisa digunakan,
- komponen-komponen dari strategi
- atribut-atribut kompetisi yang bisa digunakan,
- analisis dan tahapan-tahapan yang dilakukan untuk merumuskan strategi,
- strategi generik yang bisa digunakan
- strategi-strategi terbaru yang bisa digunakan,
- implementasi strategi,
- monitoring dan evaluasi strategi.

Selama perkuliahan mahasiswa juga mendapatkan tugas yang meliputi:

- merancang visi, misi, dan strategic objective,
- merumuskan order qualifier dan order winner criteria,
- analisis SWOT
- merumuskan strategi berdasarkan hasil analisis SWOT,
- implementasi strategi,
- monitoring dan evaluasi pelaksanaan strategi

The strategic management course aims to provide students with knowledge about:

- *existing competition in the market for goods or services,*
- *competitive attributes that can be used,*
- *the components of the strategy*
- *competitive attributes that can be used,*
- *analysis and the steps taken to formulate a strategy,*
- *generic strategies that can be used*
- *the latest strategies that can be used,*
- *strategy implementation,*
- *monitoring and evaluation of strategies.*

During lectures, students also get assignments which include:

- *designing a vision, mission, and strategic objectives,*
- *formulate order qualifiers and order winner criteria,*
- *SWOT analysis*
- *formulate a strategy based on the results of a SWOT analysis,*
- *strategy implementation,*
- *monitoring and evaluation of strategy implementation*

2. Capaian Pembelajaran Mata Kuliah (CPMK) / Course Learning Outcomes (CLO)

Dengan berakhirnya kuliah, diharapkan mahasiswa

Kode	Uraian CPMK
CPMK 1	Mahasiswa memahami komponen – komponen penting Manajemen Strategi dan peranannya di dalam proses bisnis perusahaan secara keseluruhan
CPMK 2	Mahasiswa mampu merancang Sistem Manajemen Strategi untuk korporat berbasis komponen – komponen penting yang ada di dalam Manajemen Strategi
CPMK 3	Mahasiswa memiliki kemampuan komunikasi strategis atas rancangan Manajemen Strategis yang disusun

By the end of this course, students will be able to

Code	Description of CLO
CLO 1	<i>Students understand the important components of Strategic Management and their role in the company's overall business process</i>
CLO 2	<i>Students are able to design Strategic Management System for corporate based on important components in Strategic Management</i>
CLO 3	<i>Students have strategic communication skills on the Strategic Management designs that are prepared</i>

3. CPL yang dibebankan kepada Mata Kuliah (Matriks CPL-CPMK / PLO-CLO Matrix)

CPMK	CPL Program Studi berbasis IABEE / CLO based on IABEE									
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)
CPMK 1		**								
CPMK 2		***								
CPMK 3						***				

4. Mata Kuliah Prasyarat / Prerequisites

- Perancangan dan Pengembangan Produk / *Product Design and Development*
- Perancangan Sistem Produksi / *Production System Design*
- Pengendalian Kualitas / *Quality Control*
- Perencanaan Pengendalian Produksi / *Production Planning Control*
- Manajemen Rantai Pasok / *Supply Chain Management*
- Manajemen Sumber Daya Manusia / *Human Resource Management*
- Analisis dan Estimasi Biaya / *Cost Estimation and Analysis*

5. Referensi / References

Referensi Utama:

- David, Fred R. and Forest R. David. 2015. *Strategic Management: Concepts and Cases*. 15th Edition. USA: Pearson Education
- Thompson, Arthur A., A.J. Strickland, and John Thompson. 1999. *Strategic Management: Concepts and Cases*. 11th Edition. McGraw-Hill Companies

Referensi Penunjang

- Mintzberg, Henry, Bruce Ahlstrand, and Joseph Lampel. 1998. Strategy Safari. 1st Edition. New York: The Free Press
- Kaplan, Robert S. and David P. Norton. 2001. The Strategy-Focused Organization: How Balanced Scorecard Companies Thrive in the New Business Environment. 1st Edition. USA: Harvard Business School Publishing Company
- Treacy, Michael and Fred Wieserma. 1997. The Discipline of Market Leaders : Choose Your Customers, Narrow Your Focus, Dominate Your Market. Illustrated Edition. USA: Basic Books
- Kim, W. Chan and Renée A. Mauborgne. 2014. Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant. 1st Ebook Edition. USA: Harvard Business Review Press

6. Jadwal Perkuliahan / Learning Schedule

Minggu	CPMK	Topik	Sub Topik (pustaka)	Capaian pembelajaran (sub CPMK)	Metode Pembelajaran	Sarana Pembelajaran	Bentuk Asessment
1	1	Course Review: Strategic Management	<ul style="list-style-type: none"> The correlation between the strategic management course and other courses in DTSL. 5 strategic management assignments. Examples of strategic management in manufacturing companies. 	Understanding the concept of strategic management, 5 strategic management tasks, example of strategic management in a manufacturing company.			
2	1;2;3	Formulation of vision, mission, and strategic objectives.	<ul style="list-style-type: none"> Definition of vision, mission, and strategic objectives. Examples of vision, mission, and strategic objectives. Team exercise in formulating vision, mission, and strategic objectives 				
3		Group task presentation on the formulation of vision, mission, and strategic objectives.					
4	1;2;3	Analysis of the company's external conditions.	<ul style="list-style-type: none"> Five forces Porter Analysis Opportunity Analysis Threat Analysis EFE matrix Analisis Competitive Profile Matrix Exercise for Five Forces Porter, EFE M Analisis five 				

Minggu	CPMK	Topik	Sub Topik (pustaka)	Capaian pembelajaran (sub CPMK)	Metode Pembelajaran	Sarana Pembelajaran	Bentuk Asessment
			forces Porter, EFE Matrix dan CPM analysis				
5	1;2;3	Analysis of the company's internal conditions.	<ul style="list-style-type: none"> • Operational Analysis • Market Analysis • Manpower Analysis • Financial Analysis • IFE matrix • Exercise for IFE matrix development 				
6	1;2;3	Generic Strategies	<ul style="list-style-type: none"> • Porter Generic Strategies • Vertical integration Generic Strategies • Intensive Generic Strategies • Diversification Generic Strategies • Defensive Generic Strategies 				
7	1;2;3	Strategic Formulation Analysis	<ul style="list-style-type: none"> • Strategic Formulation Analysis Framework • TOWS Matrix • SPACE Matrix • BCG Matrix • BCG Matrix 				
8	1;2;3	Group presentation on the EFE matrix, IFE matrix, and CPM matrix tasks.					
9	2;3	Mid-Term Exam					

Minggu	CPMK	Topik	Sub Topik (pustaka)	Capaian pembelajaran (sub CPMK)	Metode Pembelajaran	Sarana Pembelajaran	Bentuk Asessment
10	2;3	New Strategy Model	<ul style="list-style-type: none"> • Hypercompetition • Discipline of market leader • Blue ocean strategy 				
11		Group task presentation on creating a strategy canvas.					
12	1;2;3	Strategy Implementation	<ul style="list-style-type: none"> • Strategy-focused organization. • Organizational structure design. • Employee competency design. 				
13	1;2;3	Strategy Implementation	<ul style="list-style-type: none"> • Strategy-focused organization. • Company KPI design. • Employee KPI design. • Performance-related pay design. 				
14	1;2;3	Monitoring and Strategic Evaluation	<ul style="list-style-type: none"> • Strategy-focused organization. • Company KPI design. • Employee KPI design. • Performance-related pay design. 				
15	1;3	Strategic management for digital business	<ul style="list-style-type: none"> • Changes in the external conditions of digital business. • Changes in the internal conditions of digital business. 				

Minggu	CPMK	Topik	Sub Topik (pustaka)	Capaian pembelajaran (sub CPMK)	Metode Pembelajaran	Sarana Pembelajaran	Bentuk Aessment
			<ul style="list-style-type: none"> • Themes of digital business strategy. • Formulation of digital business strategy. 				
16	1;3	Group task presentation on strategy implementation.					

7. Bentuk assessment dan keterkaitannya dengan CPMK (*Assessment Method and CLO*)

No.	CPMK	Bobot CPMK	Bentuk Assessment	Bobot setiap assessment
1	CPMK 1	40	Module Assessment	70
			Presentation	30
2	CPMK 2	20	Module Assessment	70
			Presentation	30
3	CPMK 3	40	Module Assessment	70
			Presentation	30