



Philippine Christian University
Graduate School of Business and Management

POST DOCTORAL PROGRAM IN STRATEGIC MANAGEMENT AND LEADERSHIP

CURRICULUM (S.Y. 2020-2021)

1ST Trimester			UNITS
_____	STRAMA811	Strategic Management	3
_____	STRAMA812	Strategic Leadership	3
2ND Trimester			
_____	STRAMA821	Strategic Human Resource Management and Development	3
_____	STRAMA822	International Business and Marketing Strategy	3
3RD Trimester			
_____	STRAMA831	Global Finance Strategy	3
_____	STRAMA832	Project Management	3
TOTAL			18 UNITS

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COURSE DESCRIPTION

1. STRATEGIC MANAGEMENT (STRAMA 811)

Module Objectives

To learn the basic concepts and principles of strategy and change management and provide students with a higher order thinking skills to use various framework of the strategy and change management process and the analysis of internal and external environmental variables.

Learning Outcomes:

At the end of the course, the students are expected:

1. To review strategic plans.
2. To propose strategic options for an organization.
3. To create a strategy implementation plan
4. To implement a strategic organizational change, and
5. To review the implementation of strategic plans

2. STRATEGIC LEADERSHIP (STRAMA 812)

Module Objectives

To differentiate the strategic nature of leadership, define strategy and understand that personal and an organization 's strategy is a dynamic process and learn fundamentals of analyzing industry dynamics, responding to competitive challenges and improving organizational performance as well as define strategic decisions and understand appropriate processes to overcome strategic decision making challenges.

Learning Outcomes

Students will be able to:

1. Critically analyze the strategic nature of leadership
2. Apply fundamentals of analyzing industry dynamics, responding to competitive challenges and improving organizational performance
3. Understand key factors to execute strategy
4. Enhance strategic leader competence and mindset by applying strategic tools to a personal and/or organizational development plan
5. Understand the importance of strategic thinking in leadership development



3. STRATEGIC HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT (STRAMA 821)

Module Objectives

The students will gain knowledge of how relevant strategic management of human resources and learn to analyze and evaluate the contribution of strategic human resources management to competitive advantage of the organization.

Learning Outcomes:

The students will be able to;

1. Critically analyze the role of strategic management of human resources
2. Evaluate human resource planning in an organization.
3. Critically discuss the role of legal, ethical issue in developing human resources policy.
4. Plan effective human resource strategies
5. Critically analyze Leadership and Management theory to promote professionalism and flexible working environment

4. INTERNATIONAL BUSINESS AND MARKETING STRATEGY (STRAMA 822)

Module Objective:

This course aims to introduce students to current debates, theories and practices in the field of International Business and strategic marketing.

Learning Outcomes

At the end of the course, students will be able to:

1. Understand the nature, scope and process for strategic business management and planning in organizations doing business globally.
2. Identify the impact of International environment forces on an organization.
3. Understand the impact of present economic recession in an internal analysis to an organization business strategic and organization's current and future internal environment
4. Analyze relevant information to recommend and inform strategic decision making
5. Develop and manage strategic marketing plan to realize organizational objectives



5. GLOBAL FINANCE STRATEGY (STRAMA 831)

Module Objectives:

This course aims to provide knowledge and understanding relating to planning the usage and management of a business organization's financial resources in the global markets. It also provides understanding on the importance of attaining business objectives and maximizing shareholder return and solving financial issues vital for business success in the international arena.

Learning Outcomes:

The students will be able to:

1. Understand the relevance of strategic management and decision making to the financial performance of a business organization
2. Understand the impact of the global business environment on national and multinational business organizations finance
3. Be able to construct strategies that will result in the enhancement of organizational value
4. Be able to evaluate the financial consequences of strategic decisions
5. Understand appropriate sources of finance
6. Be able to review techniques to manage global risk
7. Be able to assess potential investment decisions and global strategy

6. PROJECT MANAGEMENT (STRAMA 832)

Module Objectives:

The course intends to understand the process of identifying appropriate and feasible projects, and to be able to initiate and start a project as well as manage, monitor and control a project, including assessing, managing and controlling project risks and issues, project and team management and change management.

At the end of the course, students will be able to:

Learning Outcomes:

1. Analyze business objectives to identify feasible projects
2. Design systems and plans for initiating managing and controlling projects
3. Organize and manage a project
4. Monitor and control the progress of projects
5. Review, evaluate and closeout a project