



# Satuan Acara Pengajaran

ENMT802003 - Manajemen Strategis

Pengajar

*Dr. Muhammad Suryanegara S.T., M.Sc.*

## Minggu 1

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**Materi** Introduction and Overview of Strategic Management

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## Minggu 2

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**Materi** The Delta Model and Porter's Frameworks and the Resource-Based View of the Firm

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## Minggu 3

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**Materi** Customer Segmentation and Customer Value Proposition

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**Materi**      The Firm as a Bundle of Competencies and Putting it All Together

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**Materi**      Industry Structure and Competitive Interaction  
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**Materi**      Technology and Industry Transformation

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**Materi**      Corporate Strategy, Corporate Philosophy and Culture

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**Materi** Student Assignment and Discussion of Indonesian ICT Sector

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**Materi** Student Assignment and Discussion of Indonesian ICT Sector

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