



**SICGA Strategic Institute
SICGA Consultant Group Asia
Strategic Innovation Consultant Group Asia
and
Universal Ministries of The King's College
(UMKC)**



Curriculum for Strategic Management and Leadership

This curriculum outlines a comprehensive program for aspiring professionals specializing in strategic management, offering a structured path from bachelor's to doctoral levels. It integrates core strategic management studies, Marketing, Economic, Financial, Leadership and Organization Management, and Research skills to equip graduates with the necessary knowledge and expertise.

I. Training Core Subjects (123 Credits)

1. Advanced Strategic Management (37.5 credits)

- The principle of strategic management
- Strategic management process
- Strategic Environment and Analysis
- Strategic formulation
- Strategic Control and Implementation
- Case studies (international Strategic management)

B. Training Major Subjects.

2. Marketing strategy (15 credits)

- The principle of marketing
- Advertising vs Marketing
- Marketing MIX
- Effective marketing plans and Strategy.
- Real case studies (Marketing strategy)

3. Economics Management (15 credits)

- Microeconomics and Business Decision Making
- Macroeconomics and Economic Analysis
- Applied Econometrics and Business Forecasting

4. Financial Management (15 credits)

- Financial vs Accounting

- Financial management in an organization, such as often credit management.
- Various financial industries such as capital markets, financial markets
- Investing
- NPV and IRR
- Financial analysis

5. Leadership and Organization Management (37.5 credits)

- The concept and Theory of Leadership
- Situation Leadership and Styles
- Organization management cycles
- Theory of Organization Management
- Organization planning and effective Implementing.

6. Theory and Research Methods (6 Credits)

- Research Design and Methodology
- Data Collection and Analysis
- Writing and Presentation Skills
- Ethical Considerations in Research

7. English communication for leaders. (6 Credits)

- Parts of speech
- Listening skill, presentation in English skill
- Effective English communication
- Business and Management Conversation in English.

II. Degree Levels

A. Bachelor of Arts (BA) in Strategic Management and Leadership Studies (150 Credits)

* Core Subjects (123 credits)

* **Capstone Project (27 Credits)**: 20,000 word research paper on a specific aspect of strategic management and Leadership, incorporating practical skills and theoretical knowledge.

B. Master of Arts (MA) in Strategic Management and Leadership (180 Credits)

* BA in Strategic Management and Leadership (150 credits)

* **Master's Thesis (30 Credits)**: 40,000 word thesis exploring a specific research topic in the strategic management and Leadership field, employing advanced research methodology and critical analysis.

C. Doctor of Philosophy (PhD) in Strategic management and Leadership (240 Credits)

* MA in strategic management and Leadership (180 credits)

* ****Doctoral Dissertation (60 Credits)****: 60,000 word dissertation contributing original research to the field, showcasing expertise in research, analysis, and scholarly communication.

III. Additional Considerations

* The curriculum can be adapted to specific regional or thematic focuses based on faculty expertise and student interests.

* Major courses can be offered in specialized areas such as historical strategic management and Leadership or planning collecting practices.

* Guest lectures and workshops with renowned experts in the field will enhance the learning experience.

* Strong emphasis will be placed on developing practical skills and fostering ethical conduct in the field of strategic management and Leadership studies.

****This curriculum provides a comprehensive and flexible framework for training experts in strategic management and Leadership , equipping them with the knowledge, skills, and ethical awareness to contribute meaningfully to the field.****

Curriculum for Strategic Management and Leadership

Overview

This curriculum provides a comprehensive and rigorous academic framework for aspiring experts in strategic management and Leadership. It offers a structured path from undergraduate to doctoral levels, equipping graduates with the knowledge, skills, and critical thinking necessary to thrive in the field. By integrating core strategic management and Leadership studies, Economic, Financial management, Leadership and Organization Management, and Research methods, the program cultivates a holistic understanding of advanced management as objects of strategic management and Leadership, artistic, and cultural significance.

Subject Descriptions

I. Training Core Subjects (123 Credits)

1. Advanced strategic management (37.5 Credits)

Students will learn. Strategic management is the process by which an organization establishes long-term direction and goals, plans strategies, and implements activities to accomplish those goals. Studying begins with an examination and analysis of the external and internal environments: comprehending the customer's business environment. The SWOT

analysis (Strengths, Weaknesses, Opportunities, and Threats) will be followed by a scenario study of future trends. The organization's vision and goals will then be clearly defined. Develop strategies to generating operational plans that will guide the company to the defined goals. Creating a system of operations and assessment for ongoing improvement.



B. Training Major Subjects.

2. Marketing strategy (15 credits)

Marketing Strategy is a course that focuses on understanding the value of current marketing strategies and how to utilize ideas, information, and experiences to develop marketing strategy for a corporation. By examining the economic, social, and commercial environments.

Specifically, consider the circumstances, environment, thoughts, behaviors, strengths, weaknesses, opportunities, barriers, market conditions, competition, and competitors. Used to assess marketing strategy. To develop a great marketing strategy plan for increasing market share and winning over competition.



3. Economics Management (15 credits)

The Economics management program is designed to help students comprehend economic theory and economic analytical tools. This includes the use of quantitative analytic tools for commercial companies, governmental entities, and public benefit groups.



4. Financial Management (15 credits)

The Finance program focuses on research and techniques of thinking and making financial decisions. Capable of managing money in hand to produce value while also keeping money liquid. Simply said, it is learning how to make money. Put it to good use. What to do to have more money.

5. Leadership and Organization management (37.5 Credits)

To study leadership theory, leadership, and ethics. Leadership with systems thinking and problem-solving Leadership and vision and communication within the organization Leaders change and adapt to the culture of the organization. Leaders and learning organizations team building Influencing co-workers' commander subordinate Raw material suppliers, customers, labor relations, government agencies, trade associations and others, effective negotiation strategies and case studies.

To study concepts and theories of the organization, management principles, management processes, management environment, functional organization management, internal communication including principles of human resource management and other relevant factors in organization management. This study also provides the case in point involving organization management.

6. Theory and Research Methods (6 Credits)

Learn the concepts and theories of research. Research methods that are proper, moral, and ethical in performing research. capable of applying efficiently in the profession.

7. English communication for Leaders (6 Credits)

Learners will comprehend the usage of English in professional settings. moreover, with a focus on writing practice in organizational management the ability to negotiate for commercial and administrative effectiveness; additional communication abilities needed for managerial job.

II. Degree Levels

A. Bachelor of Arts (BA) in strategic management and Leadership (150 Credits)

The BA program provides a solid foundation in strategic management studies, preparing students for careers in contemporary organization, or related fields. The capstone project allows students to apply their knowledge and skills to a specific research question, developing a comprehensive research paper.



B. Master of Arts (MA) in Strategic management and Leadership (180 Credits)

The MA program builds upon the BA foundation, offering advanced training in research methodology and critical analysis. Students will conduct original research and produce a master's thesis that contributes to the field of strategic management and Leadership studies.



C. Doctor of Philosophy (PhD) in strategic management and Leadership (240 Credits)

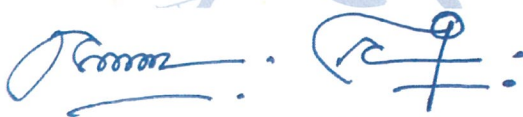
The PhD program is designed for students seeking to become leading scholars in the field. It requires a rigorous dissertation that makes a significant contribution to original research, demonstrating advanced expertise in research, analysis, and scholarly communication.

This curriculum provides a robust and adaptable framework for training experts in strategic management and Leadership, equipping graduates with the necessary knowledge, skills, and ethical awareness to contribute to the field of strategic management and Leadership and innovation of management.

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 (Prof. Dr.Sookchok Thongsook-Ularn)

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