



Course Syllabus

01111437 Strategic Planning for Competitiveness 3(3-0)

1. Course code: 01111437 Course name: Strategic Planning for Competitiveness
Total credits: 3(3-0)
Prerequisite (course code and course name): None
Section: 1
Day and Time: See Class Time Table
Room: EC5617

2. Faculty of Economics

3. Lecturer(s): Assist.Prof.Dr.Boonjit Titapiwatanakun,
Dr.Charuk Singhapreecha (Course Coordinator)

4. Course Description:

Integration between strategic management theory and industrial organization with respect to marketing concepts. Market segmentation, industry competition, consumer behavior, distribution channels, communications and competitive advantage.

5. Course Outline:

1. An overview to strategic planning
2. The theory of strategic management
3. Theory related to competitiveness
4. Consumer behavior
5. Factors affecting to industrial organization
6. Types of market
7. Market segmentation
8. Five forces model
9. Diamond model
10. SWOT analysis
11. TOWS analysis
12. Case study