
 Universitas Airlangga	SEMESTER LEARNING PLAN		Prepared by	Examined by	Approved by	Document Registration Number
	SLP		(Person in Charge)	(Head of Bachelor Program / Head of Department)	Vice Dean I	01/S1Kesmas/RPS/2019
			Revision - Date January 1 st , 2019		Dr. Diah Indriani, S.Si., M.Si	
Faculty of Public Health	Valid on Semester (odd/even) / Academic Year	Odd Semester 2019/2020	(sign)	(sign)	(sign)	

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A. DETAILS OF COURSE


1. Course Name	Strategic Management in Health
2. Course Code	MNS308
3. Credits (SKS)	2 (two) SKS
4. Semester / Term	VII (seventh)
5. Study Program	Bachelor of Public Health
6. Student Learning Achievement	At the end of the course, students will be able to comprehend the concept of Strategic Management in Health
7. Course Learning Achievement	Students can explain the relevance of strategy management, strategy management models, concepts, vision and mission of the organization, organizational environment analysis, organizational culture, organizational structure, strategic leadership, corporate level strategies, strategic formulation, balanced scorecard and strategy control
8. Course Description	This course studies: general explanation and relevancy of strategic management, strategic management models, concepts, vision and mission of the organization, analyzing organizational environment, organizational culture, organizational structure, strategic leadership, corporate level strategies, strategic formulation, balanced scorecard and strategy control.
9. Course Prerequisites (if any)	None
10. Instructor	
11. Teaching Assistants	

B. TEACHING PROGRAM

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Week	Skills expected at the end of each learning phase (Sub-Course Achievement) (C, A, P)	Study Materials	Teaching Methods	Additional Materials for Learning	Meeting Time	Course Objectives	Criteria and Indicator of Evaluation / Measurable Learning Outcome (hard and soft skills)	Mark / Grade / Percentage (%)	Reference Number Ref. (number)
1	2	3	4	5	6	7	8	9	10
1	Students understand the initial concept of strategic management	1. Course Overview 2. Explanation of lecture material 3. General explanation and relevance of strategy management 4. Strategic management model 5. The concept of strategy	Lectures, Discussions, Assignments	LCD, Screen laptop, sound system	2x50 minutes		Midterm and Final Exam	PresentP resentat ion 30% Discussi on 30% Assignm ents 40%	
2	Explain the scope of Organizational Environment Analysis	1. Organizational Environment Analysis 2. The approach model in the analysis of the organizational	Lectures, Discussions, Assignments	LCD, Screen laptop, sound system	2x50 minutes		Midterm and Final Exam	PresentP resentat ion 30% Discussi on 30%	

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1	2	3	4	5	6	7	8	9	10
		environment (basis and differences) 3. Aspects in the analysis of the organization's internal and external environment						Assignments 40%	
3	Explain the scope of Organizational Environment Analysis	1. Organizational Environment Analysis 2. The approach model in the analysis of the organizational environment (basis and differences)	Lectures, Discussions, Assignments	LCD, Screen laptop, sound system	2x50 minutes		Midterm and Final Exam	Presentat ion 30% Discussi on 30% Assignm ents 40%	

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1	2	3	4	5	6	7	8	9	10
		3. Aspects in the analysis of the organization's internal and external environment							
4	Students are able to analyze the environment and determine the organization's vision and mission	1. Presentation 2. Environmental analysis and determination of the organization's vision and mission	Lectures, Discussions, Assignments	LCD, Screen laptop, sound system	2x50 minutes		Midterm and Final Exam	PresentP resentation 30% Discussi on 30% Assignm ents 40%	
5	Explain the scope of Culture, Organizational Structure and Strategic Leadership	1. Organizational Culture, Organizational Structure and Strategic Leadership	Lectures, Discussions, Assignments	LCD, Screen laptop, sound system	2x50 minutes		Midterm and Final Exam	PresentP resentation 30% Discussi on 30%	

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1	2	3	4	5	6	7	8	9	10
		2. Review the concept of organizational culture 3. The concept of "visionary leadership" 4. Organizational culture and strategy development 5. Organizational development						Assignments 40%	
6	Explain the scope of Culture, Organizational Structure and Strategic Leadership	1. Organizational Culture, Organizational Structure and Strategic Leadership	Lectures, Discussions, Assignments	LCD, Screen laptop, sound system	2x50 minutes		Midterm and Final Exam	PresentP resentation 30% Discussi on 30%	

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1	2	3	4	5	6	7	8	9	10
		2. Review the concept of organizational culture 3. The concept of "visionary leadership" 4. Organizational culture and strategy development 5. Organizational development						Assignments 40%	
7	Explain the scope of Corporate Level Strategies	1. Corporate Level Strategies 2. Basic concepts and understandings	Lectures, Discussions, Assignments	LCD, Screen laptop, sound system	2x50 minutes		Midterm and Final Exam	PresentP resentation 30% Discussi on 30%	

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1	2	3	4	5	6	7	8	9	10
		3. The importance of corporate level strategies 4. Forms						Assignments 40%	
MID TERM EXAMINATION									
8	Explain the scope of strategy formulation	1. Strategy formulation 2. IFAS 3. EFAS 4. SWOT Analysis	Lectures, Discussions, Assignments	LCD, Screen laptop, sound system	2x50 minutes		Midterm and Final Exam	PresentP resentation 30% Discussi on 30% Assignm ents 40%	
9	Explain the scope of strategy formulation	1. Strategy formulation 2. IFAS 3. EFAS 4. SWOT Analysis	Lectures, Discussions, Assignments	LCD, Screen laptop, sound system	2x50 minutes		Midterm and Final Exam	PresentP resentation 30% Discussi on 30%	

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1	2	3	4	5	6	7	8	9	10
								Assignments 40%	
10	Explain the scope of strategy formulation	1. Strategy formulation 2. IFAS 3. EFAS 4. SWOT Analysis	Lectures, Discussions, Assignments	LCD, Screen laptop, sound system			Midterm and Final Exam	Presentat ion 30% Discussi on 30% Assignm ents 40%	
11	Students are able to explain the concept of strategy formulas based on real conditions.	1. Presentation 2. Strategy formulation	Lectures, Discussions, Assignments	LCD, Screen laptop, sound system	2x50 minutes		Midterm and Final Exam	PresentP resentat ion 30% Discussi on 30% Assignm ents 40%	

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Week	Skills expected at the end of each learning phase (Sub-Course Achievement) (C, A, P)	Study Materials	Teaching Methods	Additional Materials for Learning	Meeting Time	Course Objectives	Criteria and Indicator of Evaluation / Measurable Learning Outcome (<i>hard and soft skills</i>)	Mark / Grade / Percentage (%)	Reference Number Ref. (number)
1	2	3	4	5	6	7	8	9	10
12.	Students are able to explain theories that have been accepted	<ol style="list-style-type: none"> <i>Balanced Scorecard</i> The concept <i>Balanced Scorecard</i> Characteristic of <i>Balanced Scorecard</i> Perspective of <i>Balanced Scorecard</i> <i>Balanced Scorecard</i> implementation	Lectures, Discussions, Assignments	LCD, Screen laptop, sound system	2x50 minutes		Midterm and Final Exam	PresentP resentation 30% Discussi on 30% Assignm ents 40%	
FINAL TERM EXAMINATION									

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C. REQUIRED TEXTS / REFERENCES / ESSENTIAL READINGS

1. Duncan, 1998, Strategic Management in Health Care
2. Khoo Kheng-Hor & Nigel Munro-Smith, 1999, Reader-Friendly : Strategic Management
3. Husein Umar, 2000, Strategic Managemen in Action
4. Setiawan Hari Purnomo dan Zulkieflimansyah, 1999, Manajemen Strategi : Sebuah Konsep Pengantar
5. Charles W. L. Hill dan Gareth R. Jones, 1989, Strategic Management : An Integretaed Approach
6. Amin Widjaja Tunggal, 2001, Pengukuran Kinerja dengan Balanced Scorecard
7. Burt Nanus, 2001, Kepemimpinan Visioner
8. Warren Bennis dan Michael Mische, 1999, Organisai Abad 21 : Reinventing Melalui Reengineering
9. Mulyadi, 2000, Balanced Score Card
10. Freddy Rangkuti, 2001, Analisis SWOT : Teknik Membedah Kasus Bisnis