

Corporate Strategy and Risk Management Course Syllabus

<u>Course Number:</u>	AX205B
<u>Course Name:</u>	Corporate Strategy and Risk Management
<u>Instructors:</u>	Yao Aike
<u>Students:</u>	Auditing, Accounting, Accounting (CPA), Accounting (CIMA), Financial Management
<u>Required Text:</u>	2022 edition, 2023 edition
<u>Course Description:</u>	Corporate Strategy and Risk Management is a professional elective course with strong theory and application. The course lays the groundwork for students to comprehensively master the basic theories and fundamental methods of corporate strategic management and risk management, and to be able to combine the latest theories of corporate strategy and risk management with enterprise management practice, so that students can systematically integrate the knowledge they have learnt and apply it to corporate strategy and risk management. The main contents of this course include strategy and strategic management, strategic analysis, strategy selection, strategy implementation, corporate governance, risk and risk management, and internal controls. It aims to cultivate students to establish the concept of strategic management and the awareness of risk management, to master the basic methods of corporate strategic management and risk management, to solve the problems arising from corporate strategic management, risk management and corporate governance, and to form the strategic management literacy of macro analysis, overall grasp, and overall consideration.

Topic Outline:		Hours/Minutes
Chapter 1	Strategy and strategic management	2
	1.Basic concepts of corporate strategy 2.Corporate strategic management	
Chapter 2	Strategic analysis	8
	1.Analysis of the external environment of the enterprise 2.Analysis of the internal environment of the enterprises 3.SWOT analysis	
Chapter 3	Strategy selection	8
	1.Overall corporate strategy 2.Business unit strategy 3.Functional strategy 4.International business strategy	
Chapter 4	Strategy implementation	6

	1. Corporate strategy and organisational structure	
	2. Corporate strategy and corporate culture	
	3. Strategic control	
	4. Power and Stakeholders in Strategic Management	
	5. The Role of Information Technology in Strategic Management	
Chapter5	Corporate Governance	4
	1. The origin and evolution of the enterprise	
	2. Concepts and theories of corporate governance	
	3. Three major corporate governance issues	
	4. The company's internal governance structure and external governance mechanism	
	5. Infrastructure for corporate governance	
Chaptre6	Risk and Risk Management	8
	1. Fundamentals of risk management:	
	2. Objectives of risk management:	
	3. Basic process of risk management:	
	4. Risk management system:	
	5. Risk Management Techniques and Methods:	
Chapter7	Internal Controls	4
	1. Overview of internal controls:	
	2. Elements of internal control:	
	3. Application of internal controls	
	4. Internal control evaluation and audit	
Total Sessions (Coverage Hours)		40

Summary of Corporate Strategy and Risk Management		Hours/Minutes
a.	Strategy and strategic management	2
b.	Strategic analysis	8
c.	Strategy selection	8
d.	Strategy implementation	6
e.	Corporate Governance	4
f.	Risk and Risk Management	8
g.	Internal Controls	4
Total Estimated CPC Coverage Hours		40