



# Course Specifications

<b>Course Title:</b>	<b>Strategic Management</b>
<b>Course Code:</b>	<b>MGT1412</b>
<b>Program:</b>	<b>Human Resources Management</b>
<b>Department:</b>	<b>Human Resources Management</b>
<b>College:</b>	<b>College of Business Administration</b>
<b>Institution:</b>	<b>Dar AlUloom University</b>

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## A. Course Identification

<b>1. Credit hours:</b> 3 Hours
<b>2. Course type</b>
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b> Seventh / Fourth Year
<b>4. Pre-requisites for this course (if any):</b> MGT1311
<b>5. Co-requisites for this course (if any):</b> None

### 2. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Correspondence		
5	Other		

### 3. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
<b>Contact Hours</b>		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	45
<b>Other Learning Hours*</b>		
1	Study	1
2	Assignments	1
3	Library	
4	Projects/Research Essays/Theses	2
5	Others(specify)	
	<b>Total</b>	4

\*The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

## B. Course Objectives and Learning Outcomes

### 1. Course Description

The course covers basic principles, skills and tools of strategic management, to provide students with an overview of the planning process of business strategies. Topics include concepts of corporate strategy, the decision-making process, strategic thinking, formation, implementation and evaluation of strategy

## 2. Course Main Objective

This course ensures that students understand how:

1. Managers manage business organizations in the dynamic global environment.
2. Organizations develop and maintain competitive advantage.
3. Business decisions are made using tools and techniques to remain competitive.
4. Managers use problem-solving strategies and critical thinking skills in real-life situations.
5. Different areas of the business support the vision and mission.
6. Managers implement successful planning.

## 3. Course Learning Outcomes

CLOs		Aligned PLOs
<b>1</b>	<b>Knowledge:</b>	
1.1	Recognize the principal concepts, frameworks, and techniques of strategic management.	K.1
1.2	Discuss the different forms of strategic decisions and the impact of cross-cultural diversity and business environment on organizational strategies	K.2
1.3	Explain strategic management process including formulation, implementation, and evaluation of strategies.	K.3
1.4	Recognize different strategic management issues and strategic decision-making process.	K.4
<b>2</b>	<b>Skills:</b>	
2.1	Analyze business environment and its effects on strategic decisions	S.1
2.2	Apply strategic management concepts/ models and techniques to a wide range of strategic management decisions and problems to respond to changing national and international business trends	S.2
2.3	Evaluate different practices and techniques in the field of Strategic Management and their impact on corporate social responsibility	S.3
<b>3</b>	<b>Competence:</b>	
3.1	Demonstrate interactive teamwork skills in utilizing strategic management concepts and models	C.1
3.2	Demonstrate leadership skills in pursuit of innovative and practical strategies.	C.2
3.3	Demonstrate an ability to use quantitative tools to analyze the internal and external environment of a firm for better strategic decisions	C.4

## C. Course Content

List of Topics	Contact Hours
1. What Is Strategy?	3
2. Strategic Leadership: Managing the Strategy Process	3
3. External Analysis: Industry Structure, Competitive Forces, and Strategic Groups	3
4. Internal Analysis: Resources, Capabilities, and Core Competencies	3
5. Competitive Advantage, Firm Performance, and Business Models	3
6. Business Strategy: Differentiation and Cost Leadership	3
7. Business Strategy: Innovation and Entrepreneurship	3
8. Corporate Strategy: Vertical Integration and Diversification	3
9. Corporate Strategy: Strategic Alliances, Mergers and Acquisitions	3
10. Global Strategy: Competing Around the World	3
11. Organizational Design: Structure, Culture, and Control	3
12. Corporate Governance and Business Ethics	3
13. Mini Cases	9
<b>Total</b>	<b>45</b>

## D. Teaching and Assessment

### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge:</b>		
1.1	Recognize the principal concepts, frameworks, and techniques of strategic management.	Direct (Lecture, Demonstration, Drill & Practice) Indirect (Case study, Reflective Discussion)	Written Exams (T/FQ, MCQ, and Short/Long essays)
1.2	Discuss the different forms of strategic decisions and the impact of cross-cultural diversity and business environment on organizational strategies		Written Exams (Long essays)
1.3	Explain strategic management process including formulation, implementation, and evaluation of strategies.		Written assignments (reports, and case studies).
1.4	Recognize different strategic management issues and strategic decision- making process.		
<b>2.0</b>	<b>Skills:</b>		
2.1	Analyze business environment and its effects on strategic decisions	Direct (Demonstration, Drill & Practice) Indirect (Case study, Problem solving, reflective discussion) Interactive (Brainstorming, and cooperative learning)	Written Exams (problem solving and case studies) Written assignments (reports, and case studies).
2.2	Apply strategic management concepts/ models and techniques to a wide range of strategic management decisions and problems to respond to changing national and international business trends		
2.3	Evaluate different practices and techniques in the field of Strategic Management and their impact on corporate social responsibility		

3.0	Competence:		
3.1	Demonstrate interactive teamwork skills in utilizing strategic management concepts and models	Interactive (Brainstorming, and Cooperative learning) Independent (Reports, projects, assigned questions)	Presentations (formal discussion individual and group) Practical assignments/ Projects
3.2	Demonstrate leadership skills in pursuit of innovative and practical strategies.		
3.3	Demonstrate an ability to use quantitative tools to analyze the internal and external environment of a firm for better strategic decisions		

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz	3	10%
2	Homeworks/Assessments/Projects	During semester	20%
3	Mid term	9	30%
4	Final Exam	16	40%

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Student Academic Counseling and Support

**Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:**

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	Rothaermel, F. (2017). <i>Strategic Management</i> . Third Edition, USA: McGraw-Hill Higher Education, ISBN-13: 978-1259420474.
<b>Essential References Materials</b>	Journals and reports – will be distributed time to time depending upon topics covered during lecture sessions.
<b>Electronic Materials</b>	LMS, WEBSITES
<b>Other Learning Materials</b>	Magazines and Newspaper

## 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Data show + smart boards.
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	• Students	• Indirect
Effectiveness of teaching and assessment.	• Peer reviewer	• Indirect
Course learning outcomes assessment.	• Faculty members	• Direct
Quality of learning resources	• Students	• Indirect

**Evaluation areas** (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

**Evaluators** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## H. Specification Approval Data

Council / Committee	HRM DEPARTMENT COUNCIL - COB
Reference No.	
Date	15/08/2019

