



## Course Specifications (Postgraduate Degree)

<b>Course Title:</b>	Strategic Management
<b>Course Code:</b>	MGT522
<b>Program:</b>	Master of Business Administration - MBA
<b>Department:</b>	
<b>College:</b>	College of Business Administration - COB
<b>Institution:</b>	Dar Al Uloom University

## Table of Contents

<b>A. Course Identification.....</b>	<b>3</b>
<b>B. Course Objectives and Learning Outcomes.....</b>	<b>3</b>
1. Course Description.....	3
2. Course Main Objective.....	3
3. Course Learning Outcomes.....	4
<b>C. Course Content.....</b>	<b>4</b>
<b>D. Teaching and Assessment.....</b>	<b>5</b>
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods.....	5
2. Assessment Tasks for Students.....	6
<b>E. Student Academic Counseling and Support.....</b>	<b>6</b>
<b>F. Learning Resources and Facilities.....</b>	<b>6</b>
1. Learning Resources.....	6
2. Educational and research Facilities and Equipment Required.....	6
<b>G. Course Quality Evaluation.....</b>	<b>7</b>
<b>H. Specification Approval Data.....</b>	<b>7</b>

## A. Course Identification

<b>1. Credit hours:</b> 3
<b>2. Course type</b> <input type="checkbox"/> Required <input checked="" type="checkbox"/> Elective
<b>3. Level/year at which this course is offered:</b> Level 4 / Year 2
<b>4. Pre-requisites for this course (if any):</b> N/A
<b>5. Co-requisites for this course (if any):</b> N/A

### 6. 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	Distance learning		
5	Other		

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

No	Activity	Learning Hours
1	Lecture	45
2	Laboratory/Studio	
3	Seminars	
4	Others (specify)	
<b>Total</b>		

## B. Course Objectives and Learning Outcomes

### 1. Course Description

This course bears all the experience of the study in economics, finance, marketing, accounting, and management to analyze central problems for businesses and the application of strategic management in both developing and executing business policies.

This course explores the issues of defining corporate mission, objectives, policies, and goals. Participants focus on the analysis of the firm's external and internal environment to identify and create a competitive advantage in a global context.

The course emphasizes the cultural, ethical, political, and regulatory issues facing any global business and the need for leadership for the successful management of strategic change. Specific problems involved in the forming of consistent business policies and maintaining an efficient organization are discussed. Actual cases are used for discussions and the preparation of reports for executive decision-making.

### 2. Course Main Objective

The main learning outcomes are:

- Understand the purpose, processes and tools of strategic management in both a conceptual and practical way
- Differentiate between the different types of organizational strategies and how both internal and external environment of the firm together suggest the appropriate strategy;
- Combine and build on the knowledge acquired in earlier functionally-oriented courses;
- Appreciate the challenges that management faces in today's ever changing, diverse, and global environment.

### 3. Course Learning Outcomes

Course Learning Outcomes (CLOs)		Aligned PLOs*
<b>1</b>	<b>Knowledge and Understanding</b>	
1.1	Exhibit thorough knowledge and critical understanding of principle concepts, models, theories, and terminology of strategic management.	<i>PLOK2</i>
1.2	Possess knowledge and deep specialized understanding of how new knowledge of strategic management is developed and applied in the field of business administration and on associated professional practice.	<i>PLOK4</i>
<b>2</b>	<b>Skills:</b>	
2.1	Consistently apply practical and theoretical knowledge of strategic management models, theories, and techniques in critically dealing with a wide range of advanced novel and unpredictable business administration professional contexts and develop original and creative responses to issues and problems.	<i>PLOSI</i>
2.2	Solving business-related problems by evaluating and using different models and techniques of strategic management.	<i>PLOS2</i>
2.3	Use written and verbal communication technology media in investigating and processing information related to strategic management issues.	<i>PLOS6</i>
<b>3</b>	<b>Values:</b>	
3.1	Express opinions with confidence and a sense of accountability and commitment to personal, professional, and academic ethics in strategic management issues in a global world.	<i>PLOVI</i>
3.2	Take initiative in professional Strategic management planning for learning and professional work, and represent the passion for knowledge; which leads to ongoing development; and decisions that result in a fundamental change or progress independently.	<i>PLOV2</i>

\* Program Learning Outcomes

### C. Course Content

No	List of Topics	Contact Hours
1	The Nature of Strategic Management	6
2	The Business Vision & Mission	3
3	The External Assessment	3
4	The Internal Assessment	3
5	Strategies in Action	6
6	Strategy Analysis & Choice	6
7	Implementing Strategies: Management & Operations Issues	6
8	Web Implementing Strategies: Marketing, Finance/Accounting, R&D, & MIS	6
9	Strategy Review, Evaluation, & Control	6
10	Business Ethics/Social Responsibility/Environmental Sustainability	3
<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 and Understanding</b>		
1.1	Exhibit thorough knowledge and critically understating of principle concepts, models, theories, and terminology of strategic management.	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• In-class Discussions</li> </ul>	<ul style="list-style-type: none"> <li>• Oral Presentations</li> <li>• Oral Examinations</li> </ul>
1.2	Possess knowledge and deep specialized understanding of how new knowledge of strategic management is developed and applied in the field of business administration and on associated professional practice.	<ul style="list-style-type: none"> <li>• Tutorials</li> <li>• Internet Search</li> <li>• Use of textbooks and reference material</li> </ul>	<ul style="list-style-type: none"> <li>• Quizzes</li> <li>• Problem-Solving Exercises</li> <li>• Written Examinations</li> </ul>
<b>2.0</b>	<b>Skills:</b>		
2.1	Consistently apply practical and theoretical knowledge of strategic management models, theories, and techniques in critically dealing with a wide range of advanced novel and unpredictable business administration professional contexts and develop original and creative responses to issues and problems.	<ul style="list-style-type: none"> <li>• Case-Study Learning</li> <li>• Seminars</li> <li>• Use of Self-Study and e-Learning Material</li> </ul>	<ul style="list-style-type: none"> <li>• Oral Presentations</li> <li>• Oral Examinations</li> <li>• Problem-Solving Exercises</li> <li>• Written Examinations</li> </ul>
2.2	Solving business-related problems by evaluating and using different models and techniques of strategic management.		
2.3	Use written and verbal communication technology media in investigating and processing information related to strategic management issues .	<ul style="list-style-type: none"> <li>• Case-Study Learning</li> <li>• Seminars</li> <li>• Use of Self-Study and e-Learning Material</li> </ul>	<ul style="list-style-type: none"> <li>• Peer Evaluation</li> <li>• Oral Presentations</li> <li>• Practical Reports</li> <li>• Written Examinations</li> <li>• Project</li> </ul>
<b>3.0</b>	<b>Values:</b>		
3.1	Express opinions with confidence and a sense of accountability and commitment to personal, professional, and academic ethics in strategic management issues in a global world.	<ul style="list-style-type: none"> <li>• Group Work</li> <li>• Self-Directed Study</li> </ul>	<ul style="list-style-type: none"> <li>• Project</li> <li>• Oral Presentations</li> </ul>
3.2	Take initiative in professional Strategic management planning for learning and professional work, and represent the passion for knowledge; which leads to ongoing development; and decisions that result in a fundamental change or progress independently.	<ul style="list-style-type: none"> <li>• Reflective Written Work</li> <li>• Computer Software Application</li> </ul>	<ul style="list-style-type: none"> <li>• Written Exams</li> </ul>

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Assignments	Ongoing	20%
2	Quiz	4, 6, 11	10%
3	Midterm Exam	8	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 the availability of faculty and teaching staff for individual student consultations and academic advice:**

1. Five 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>	Strategic Management: Concepts and Cases – Abdulrahman Al-Aali, Abbas Ali, and Fred David (Arab World Edition) – Pearson Publication
<b>Essential Reference Materials</b>	<ul style="list-style-type: none"> <li>• Rothaermel, F. (2017). Strategic Management. Third Edition, USA: McGraw-Hill Higher Education, ISBN-13: 978-1259420474.</li> <li>• Journals and Reports distributed on the bases of lectures delivered to the students.</li> </ul>
<b>Electronic Materials</b>	<ul style="list-style-type: none"> <li>• Learning Management System (LMS).</li> <li>• Websites.</li> <li>• Saudi Digital Library</li> </ul>
<b>Other Learning Materials</b>	Microsoft Office 365

### 2. Educational and research Facilities and Equipment Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	A large enough class room to accommodate up to 30 students will be used one day a week or two days a week, each one will last one hour and a half.
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	LMS, Internet connection and Microsoft Excel software are required. Students are encouraged to bring their own laptops
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Library

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Student, Faculty & Peer Reviewer	Direct
Extent of achieving learning outcomes	Faculty & Course Coordinator	Direct
Quality of learning resources	Student & peer Reviewer	Indirect

**Evaluation Areas/Issues** (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	COB Postgraduate Council
Reference No.	MOM 1/2020-2021
Date	6/09/2020

