



Course Specifications

Course Title:	Strategic Management
Course Code:	MGT1412
Program:	Human Resources Management
Department:	Human Resources Management
College:	College of Business Administration
Institution:	Dar Al Uloom University

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A. Course Identification

1. Credit hours: 3 Hours			
2. Course type			
a.	University <input type="checkbox"/>	College <input checked="" type="checkbox"/>	Department <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/>	Elective <input type="checkbox"/>	
3. Level/year at which this course is offered: 7th level/4th year			
4. Pre-requisites for this course (if any): MGT1311			
5. Co-requisites for this course (if any): None			

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. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description <p>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</p>
2. Course Main Objective <p>This course ensures that students understand how:</p> <ol style="list-style-type: none"> 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
1	Knowledge and Understanding	
1.1	Recognize the principal concepts, frameworks, and techniques of strategic management	K.1
1.2	Exhibit advanced knowledge and understanding of processes, techniques, and Models in the areas in Strategic Management	K.2
1.3	Possess knowledge and understanding of research methodology and methods of investigation in the field of Strategic Management	K.4
2	Skills	
2.1	Apply strategic management concepts/ models and techniques to a wide range of strategic management decisions and problems to respond to changing environment	S.1
2.2	Critically evaluate different practices and techniques in the field of Strategic Management to provide sound solutions to business problems	S.3
2.3	Practice methods of enquiry and investigation, and research in the area of Strategic Management, using a variety of digital technology media in analyzing and processing data and information	S.4
3	Values:	
3.1	Demonstrate the ability to independently make sound decisions related to strategic Management issues and supported by sound arguments	V.2
3.2	Demonstrate effective and interactive teamwork in dealing with a variety of strategic management issues that contribute towards enhancing organizational performance	V.3

C. Course Content

No	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 Case	9
Total		45

D. Teaching and Assessment

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

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Recognize the principal concepts, frameworks, and techniques of strategic management	Direct (Lecture, Demonstration, Drill & Practice) Indirect (Case study)	Written Exams (T/FQ, MCQ, and Short/Long essays)
1.2	Exhibit advanced knowledge and understanding of processes, techniques, and Models in the areas in Strategic Management	Direct (Lecture, Demonstration) Indirect (Case study, Reflective Discussion)	Written Exams (Long essays) Written assignments (reports, and case studies).
1.3	Possess knowledge and understanding of research methodology and methods of investigation in the field of Strategic Management	Direct (Lecture, Demonstration and examples) Indirect (Case study, Problem Solving, interactive (Discussion)	Assignment (report)
2.0	Skills		
2.1	Apply strategic management concepts/ models and techniques to a wide range of strategic management decisions and problems to respond to changing environment	Direct (Lecture and Demonstration) Indirect (Case study) Interactive (Discussion, Brainstorming, and Cooperative learning)	Written Exams (case studies) Written Assignments (reports, and case studies).
2.2	Critically evaluate different practices and techniques in the field of Strategic Management to provide sound solutions to business problems	Direct (Lecture and Demonstration) Indirect (Problem solving, case study) Interactive (Discussion, and Cooperative learning)	Written Exams (Problem solving and case studies) Written Assignments (reports, and case studies).
2.3	Practice methods of enquiry and investigation, and research in the area of Strategic Management, using a variety of digital technology media in analyzing and processing data and information	Interactive (Brainstorming, and Cooperative learning) Independent (Reports/projects)	Presentations (formal discussion individual and group) and Projects
3.0	Values		
3.1	Demonstrate the ability to independently make sound decisions related to strategic Management issues and supported by sound arguments	Formal discussion (individual and group discussion), and case study	Case studies and project
3.2	Demonstrate effective and interactive teamwork in dealing with a variety of strategic management issues that contribute	Interactive (Brainstorming, and Cooperative	Presentations, group formal discussion, and Projects

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	towards enhancing organizational performance	learning) Independent (projects)	

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Attendance and Participation	During Semester	10
2	Homeworks/Assessments/Project, Presentations	During Semester	20
3	Midterm Exam	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

Required Textbooks	Rothaermel, F. (2017). <i>Strategic Management</i> . 5th edition, USA: McGraw-Hill Higher Education, ISBN-13: 978-1259420474.
Essential References Materials	Journals and Reports distributed on the bases of lectures delivered to the students.
Electronic Materials	Internet resources, Lecture slides-video
Other Learning Materials	Magazines and Newspaper

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart boards.
Other Resources (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	APRIL 3, 2022

