



## Course Specifications

<b>Course Title:</b>	Strategic Management
<b>Course Code:</b>	MGT 491
<b>Program:</b>	BSBA
<b>Department:</b>	Management
<b>College:</b>	College of Business Administration
<b>Institution:</b>	Prince Sattam Bin Abdulaziz University

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## A. Course Identification

<b>1. Credit hours:</b> 4
<b>2. Course type</b>
a. University <input type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b. Required <input type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b>
<b>4. Pre-requisites for this course (if any):</b> MKT-201
<b>5. Co-requisites for this course (if any):</b>

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

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	44	100
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

### 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	44
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	44

## B. Course Objectives and Learning Outcomes

### 1. Course Description

Strategic Management concerns the processes by which firms choose, maintain, or redirect their strategic positions in a way that allows them to gain a competitive advantage within ever-changing external environments. To be successful, the firm's strategy must permeate all departments and functional areas. As such, this course integrates knowledge and skills gained from studying the various functional areas of business (e.g. marketing, finance, accounting, MIS, operations etc.) In drawing on these tools, the analysis of decisions and strategies is performed in light of the total enterprises. In addition, the course examines corporate strategy and how firms create value with multiple business units. Computer simulation is utilized as an essential pedagogy in the course

## 2. Course Main Objective

1. Define Basic concepts in strategic management
2. Explain Environmental scanning and industry analysis
3. Describe Situation analysis and business strategy
4. Define Strategy Implementation
5. Define Evaluation and control

## 3. Course Learning Outcomes

CLOs		Aligned PLOs
<b>1</b>	<b>Knowledge and Understanding</b>	
1.1	Lists effective strategies for the management and development of people within the organization.	K 12
1.2	Outlines business policy and strategy, how appropriately policies and strategies are developed to meet the challenges of a changing environment and to achieve organizational goals.	K 14
1.3	Recognizes ethics, professional codes of conduct, corporate governance and corporate social responsibility and the increasing importance of sustainability.	K 15
1...		
<b>2</b>	<b>Skills :</b>	
2.1	Develop, identify and use appropriate cognitive skills to deal with anticipated and unanticipated issues and problems in the business environment.	C-1
2.2	Creates, evaluates and assesses a range of options together with the capacity to apply ideas and knowledge to a range of business situation using appropriate quantitative and qualitative skills.	C-3
2.3	Recognizes and exploits the potential of new technologies and anticipates the impact of information and communication technologies on business performance.	C-8
2...		
<b>3</b>	<b>Values:</b>	
3.1	Demonstrates ability to work effectively in groups and exercise leadership when appropriate	
<b>4.0</b>	<b>Communication, Information Technology, Numerical</b>	
3.3	Demonstrate information search and data retrieval using traditional and electronic sources	
3...		

## C. Course Content

No	List of Topics	Contact Hours
1	<b>Unit-1</b> Basic concepts in strategic management, Corporate Governance, Ethics & social responsibility in strategic management	9
2	<b>Unit-2</b> Environmental scanning and industry analysis, Internal scanning: Organizational analysis, Competitive Intelligence	9

3	<b>Unit-3</b> Situation analysis and business strategy, Strategy formulation: Corporate strategy ,Strategy formulation: Functional strategy and strategy choice	9
4	<b>Unit-4</b> Strategy Implementation: Organizing for action , Strategy Implementation: Staffing and directing	9
5	<b>Unit-5</b> Evaluation and control, Strategic issues in managing technology and innovation.	8
...		
<b>Total</b>		44

## 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	Lists effective strategies for the management and development of people within the organization.	Class Lecture	Final Exam Quiz
1.2	Outlines business policy and strategy, how appropriately policies and strategies are developed to meet the challenges of a changing environment and to achieve organizational goals.	Class Lecture	Final Exam
...	Recognizes ethics, professional codes of conduct, corporate governance and corporate social responsibility and the increasing importance of sustainability.	Class Lecture	Final Exam Quiz
<b>2.0</b>	<b>Skills</b>		
2.1	Develop, identify and use appropriate cognitive skills to deal with anticipated and unanticipated issues and problems in the business environment(@C-1)	Class Lecture	Exam
2.2	Creates, evaluates and assesses a range of options together with the capacity to apply ideas and knowledge to a range of business situation using appropriate quantitative and qualitative skills(@C-3)	Class Lecture	Exam
...	Recognizes and exploits the potential of new technologies and anticipates the impact of information and communication technologies on business performance(@C-8)	Class Lecture	Exam
<b>3.0</b>	<b>Values</b>		
3.1	Demonstrates ability to work effectively in groups and exercise	Class Lectures	Exam,

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.2	leadership when appropriate		
	<b>Communication, Information Technology, Numerical</b>		
	Demonstrate information search and data retrieval using traditional and electronic sources		
...			

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm –I	6th	15 Marks
2	Midterm -2	10 <sup>th</sup>	15 Marks
3	Quizzes	At Least 2 Quizzes	10 Marks
4	Assignment / Case Study	At least 2	10 Marks
5	Final Exam	12 <sup>th</sup>	50 Marks
6	Total		100 Marks
7			
8			

\*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 :**

Each and every faculty member of management department is required to assign 6 hours per week as office hours for students' consultation and guide. Students are informed in the beginning of the classes about the office hours.

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	1. List Required Textbooks Fred R David, Abbas Ali and Abdulrahman Al Aali, (2011), “Strategic Management Concepts and cases” Arab World Edition, Pearson
<b>Essential References Materials</b>	Wheelen , Thomas & Hunger J. David, M S,& Martin,(2008),”Strategic Management and Business Policy, Pearson, Prentice Hall,13th edition
<b>Electronic Materials</b>	
<b>Other Learning Materials</b>	Multi media associated with the text book and the relevant websites

## 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	<b>Lecture room with a capacity of 35 seats</b>
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	<b>Internet facility in the class room. Availability of projector with speakers</b>
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	N/A

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Teaching Evaluation	Students	Indirect
Course Evaluation	Students	Indirect
Learning Resource evaluation	Students	Indirect
Achievements of Learning Outcomes	Students	Indirect
Faculty Evaluation	Head of the Department	Direct
Peer-evaluation	Peer faculty Member	Direct

**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

<b>Council / Committee</b>	
<b>Reference No.</b>	
<b>Date</b>	