



Course Specifications

Course Title:	Strategic Management
Course Code:	16011820
Program:	Business Administration
Department:	Business Administration
College:	Business Administration
Institution:	Albaha University

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A. Course Identification

1. Credit hours: 3			
2. Course type			
a. University	<input type="text"/>	College	<input type="text"/>
		Department	<input checked="" type="checkbox"/>
		Others	<input type="text"/>
b. Required	<input checked="" type="checkbox"/>	Elective	<input type="text"/>
3. Level/year at which this course is offered: 8 th Level; 4 th year			
4. Pre-requisites for this course (if any): Principles of Management 16011220			
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	42	94%
2	Blended		
3	E-learning	3	6%
4	Correspondence		
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45
Other Learning Hours*		
1	Study	30
2	Assignments	15
3	Library	30
4	Projects/Research Essays/Theses	
5	Others (specify)	
	Total	75

* 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

This course is intended to provide students with a comprehensive view of business environment and its various components. It also highlights the significance of vision, mission and their profound role in setting the organization direction. Moreover, this course examines methods, models and tools of organizational and environmental analysis. It also discusses strategy formulation, implementation and evaluation. Topics include concepts of strategic thinking, and the formulation, implementation and evaluation of strategy, strategy analysis and choice.

2. Course Main Objective

This course introduces students to different concepts, frameworks, and model of strategic management. In addition, it enables students to develop skills for applying these concepts and frameworks to the solution of business problems

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Recognize current environmental changes, variables and characteristics that influence strategic management process.	K.3
2	Skills :	
2.1	Apply tools and techniques for effective strategic management process.	S.1
2.2	Analyze the organization's internal weaknesses and strengths, external opportunities and threats that affect strategies formulation	S.2
2.3	Evaluate the strategic options and make a decision about the best strategic alternatives to solve business problems	S.3
3	Competence:	
3.1	show effective leadership and communication skills in a teamwork to solve strategic issues	C.1
3.2	Develop capabilities of continuous improvement for self-learning and development in the field of strategic management	C.3

C. Course Content

No	List of Topics	Contact Hours
1	The nature of strategic management	6
2	The business vision and mission	6
3	The external assessment	6
4	The internal assessment	6
5	Strategy analysis and choice	9
6	Implementing strategies: management and operations issues	6

7	Strategy review, evaluation, and control	6
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		
1.1	Recognize current environmental changes, variables and characteristics that influence strategic management process.	<ul style="list-style-type: none"> Lectures Reading 	<ul style="list-style-type: none"> Short quizzes Exams
2.0	Skills		
2.1	Apply tools and techniques for effective strategic management process.	<ul style="list-style-type: none"> lectures Assignment 	<ul style="list-style-type: none"> Group assignment Exams
2.2	Analyze the organization's internal weaknesses and strengths, external opportunities and threats that affect strategies formulation	<ul style="list-style-type: none"> lectures Assignment 	<ul style="list-style-type: none"> Problems solving questions Exams
2.3	Evaluate the strategic options and make a decision about the best strategic alternatives to solve business problems	<ul style="list-style-type: none"> lectures Assignment 	<ul style="list-style-type: none"> Individual assignment Exams
3.0	Competence		
3.1	show effective leadership and communication skills in a teamwork to solve strategic issues	<ul style="list-style-type: none"> Group discussion Role playing 	<ul style="list-style-type: none"> Presentation
3.2	Develop capabilities of continuous improvement for self-learning and development in the field of strategic management	<ul style="list-style-type: none"> Case study 	<ul style="list-style-type: none"> Presentation

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz 1	Week 4	5%
2	Group assignment	Week 6	5%
3	Midterm	Week 8	30%
4	Homework	Week 9	5%
5	Quiz 2	Week 10	5%
7	Final Exam	Week 15	50%

*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 :

-Instructor's Office Hours (9 hrs) per week

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	<ul style="list-style-type: none"> ➤ David, F.R. and Al-Ali, A. A. (2011). "Strategic management concepts and cases". Arab world edition.
Essential References Materials	<ul style="list-style-type: none"> ➤ Kenny, G. (2012). "Strategic planning and performance management –developing and measure a winning strategy". Routledge. ➤ Parnel, J. A. (2013). "Strategic management: theory and practice". 4thed.SAGE publication. ➤ Strategic Management Journal, John Wiley & Sons, Ltd Journal of strategy and management, Emeraldinsight
Electronic Materials	https://www.edx.org/learn/strategic-management https://alison.com/courses/introduction-to-managemant-analysis-and-strategies/content
Other Learning Materials	Internet explorer, Black board

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	<ul style="list-style-type: none"> • Classrooms that accommodates 25 – 40 students
Technology Resources (AV, data show, Smart Board, software, etc.)	<ul style="list-style-type: none"> • Smart boards & projectors for presentations in classrooms • Internet access in classroom
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	<ul style="list-style-type: none"> • Not required

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching strategies and assessment	Students, independent reviewers	Indirect
Extent of achievement of course learning outcomes	Program coordinator, quality committee	Indirect


Evaluation Areas/Issues	Evaluators	Evaluation Methods
Quality of learning resources	Program leaders	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

Program Coordinator	Dr. Abdella Kormie Dinga 
Program Chair	Dr. Saleh Abdullah Alghamdi
Council / Committee	Business Administration Department Board Meeting
Reference No.	2 nd Board Meeting 1441-1442
Date	24/12/2020