

Faculty of Commerce & Business Administration

Strategic Management

Information :

Course Code : MGT 435

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Accounting

Area Of Study :

This course focuses on corporate and divisional plan formulation and implementation. The knowledge and techniques learned in earlier courses will be applied in an integrated fashion to the process of strategic decision making and organizational change. The course contents considered in this course will be the overview of strategic management, the strategy formulation, the strategy implementation, the strategy evaluation, the key-strategic management topics, and the strategic-management case analysis.

Description :

A comprehensive opportunity to exercise senior management business judgment in a complex case study environment, both individually and as a member of a senior management team. Written case studies will be used to focus on management policy and decision making.

Course outcomes :

a. Knowledge and Understanding: :

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| 1 - | To provide a basic knowledge of main ideas and key theories related to the study of strategic management |
| 2 - | To develop an understanding of these and of related ideas and concepts |

b. Intellectual Skills: :

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|-----|---|
| 1 - | To develop analytical skills on the corporate business level analysis |
| 2 - | To develop abstraction and analytical modeling skills with regard to business and scenario planning |

c. Professional and Practical Skills: :

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|-----|---|
| 1 - | Scan the external environment of any organization and identify the key aspects environmental factors having an impact on the performance of the overall industry and the company being analyzed |
| 2 - | Using Michael Porter's Framework evaluate the overall attractiveness of the industry |
| 3 - | Identify the various strategic groups operating within the industry |
| 4 - | Identify the drivers of change for the industry |
| 5 - | Identify the key success factors for a given industry |
| 6 - | Evaluate the performance of the major players in the industry on these factors |
| 7 - | Identify the opportunities and threats posed by the environment for a given company |

d. General and Transferable Skills: :

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| 1 - | Assess problems |
| 2 - | Develop an integrated view of the strategic planning and implementation models and techniques |
| 3 - | Analytical and financial analysis |

Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
The nature of strategic management	3	2	N/A
The business vision and mission	3	2	N/A
The external assessment	3	2	N/A
The internal assessment	3	2	N/A
Strategies in action	3	2	N/A
1st mid-term exam	2	2	N/A
Strategy analysis and choice	3	2	N/A
Implementing strategies: Management and Operations Issues	3	2	N/A
Implementing Strategies: Marketing, Finance/Accounting, R&D, and MIS Issues	3	2	N/A
Strategy Review, Evaluation and Control	3	2	N/A
2nd mid-term exam	3	2	N/A
Global / International Issues	3	2	N/A
Case Analysis	3	2	N/A
Business Planning	3	2	N/A
Revision	3	2	N/A. Data show and computer in lectures.

Teaching And Learning Methodologies :

. Data show and computer in lectures.

Demonstration videos

Group Projects

Self-learning

Case Studies

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Assignments	5.00	13	
Final Exam	40.00	16	
Group Projects	10.00	13	
Mid-Term Exam (1)	20.00	6	
Mid-Term Exam (2)	20.00	11	
Quiz	5.00	13	

Course Notes :

Handouts

Recommended books :

ÇStrategic Management 7th edition by Fred R. David (This book is a must for understanding strategic tools.)

Periodicals :

Periodicals

Web Sites :

Websites, ò ò ò etc
<http://www.wikipedia.org/>