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**Course Description: Strategic Management**

# 1. Basic Information:

| Course Name | Strategic Management |
|---|---|
| Course ID | BMN306 |
| Contact Hours (Registered Sessions) | 18 |
| Contact Hours (Synchronized Sessions) | 18 |
| Mid Term Exam | – |
| Exam | 75 min |
| Registered Sessions Work Load | 18 |
| Synchronized Session Work Load | 18 |
| Credit Hours | 4 |

# 2. Pre-Requisites:

| Course | ID |
|---|---|
| Introduction to Marketing | BMN202 |

# 3. Course General Objectives:

The purpose of this course is to provide students with fundamental concepts and tools that help them to identify and deal with strategies in organization. This can be done by understanding the fundamentals of strategic management and its stages, components, and its main obstacles. This module will identify the meaning of the organization's vision and mission, and environmental analysis: Internal and external analysis. Competitive structure and building competitive strategies will be studied along with strategic alternatives, choices, and organization's generic strategies. Strategy implementation and evaluation will be investigated and finally the field of information technology will be visited by understanding the role of strategy and its function in information technology companies.

# 4.Intended Learning Outcomes (ILO):

| Code | Intended Learning Outcomes |
|---|---|
| ILO1 | Understand fondamental of strategic management and its roles, stages, and levels. In addition to realize the differences between strategy and plan, and to realize the main success factors along with obstacles that face strategy implementation. |
| ILO2 | Understand the meaning of the organization's vision and mission, and identify their main elements. In addition to present the importance of strategy vision and mission and their stages and criteria. |
| ILO3 | Analyze external environment and to identity its components, sorts, and the characteristics of environmental analysis and its classifications. |
| ILO4 | Analyze internal environment and to identity its components and sorts. In addition to study the sources of information society and its approaches, along with the relationship between internal analysis and information failure. |
| ILO5 | Give students necessary orientations to explore strategy types and to understand the main concepts of Porter's strategy model. |
| ILO6 | Perceive the concept of strategic choice and its main environmental factors, and to understand strategy analysis methods and identifying the best strategy mix. |
| ILO7 | Enlarge the students' perception of strategic alternative and generic strategies, and to understand the process of choosing strategic alternatives. |
| ILO8 | Understand strategy implementation and its requirements, approaches, and its obstacles. In addition, to perceive Mackenzie model of effective strategic implementation. |
| ILO9 | Recognize strategy evaluation process, and to identify its levels, characteristics, types, and the main obstacles that face strategy evaluation. |
| ILO10 | Enlarge students comprehension of information technology systems, and identify its importance, requirements, and characteristics. To integrate strategic management and strategic information system. |

# 5.Course Syllabus  ( 18 hours of total synchronized sessions;18 hours of total Recorded Sessions)

- **RS**: Recorded Sessions; **SS**: Synchronized Sessions;

| ILO | Course Syllabus | RS | SS | Type | Additional Notes |
|---|---|---|---|---|---|
| **ILO1** | **The Nature of Strategic Management**<br><br>1. What is Strategy?<br>2. Strategic Management Definition<br>3.  Development of Strategic Management<br>4. Three components of Strategy<br>5.  Stages of Strategic Management<br>6. Levels of Strategic Management<br>7. Strategic Decision<br>8. Strategy and plan<br>9. Obstacles of Strategic Management<br>10.  Success Factors of Strategic Management Implementation | 1.5 | 1.5 | ☐ Exercises (TD)<br>☒ Assignments<br>☒ Seminars<br>☐ Projects<br>☐ Practices<br>☐ Others | |
| **ILO2** | **Organization  Vision and Mission**<br>1. Strategic Vision Concept<br>2. Importance of Strategic Vision<br>3. Elements Strategic Vision | 1.5 | 1.5 | ☐ Exercises (TD)<br>☒ Assignments<br>☐ Seminars | |

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| | 4. Mission Concept and Its Importance<br>5. The Importance of Clear Mission<br>6. Steps of Mission setting<br>7. Factors affecting Mission setting<br>8. Criteria of Good Mission<br>9. The relationship between organization's Mission and Philosophy | | ☐ Projects<br>☐ Practices<br>☐ Others<br>☐ | |
| **ILO3** | **Analyzing External environment**<br>1. External Environments and its Elements.<br>2. Importance of External Environment Study<br>3. Information Types of Environmental Scanning<br>4. Information Environment Characteristics<br>5. Environmental Scanning Dimensions<br>6. External Environment Classifications<br>General and Task Environment | 1.5 | 1.5 | ☐ Exercises (TD)<br>☒ Assignments<br>☒ Seminars<br>☐ Projects<br>☐ Practices<br>☐ Others |

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| **ILO4** | **Analyzing Internal Environment**<br>1. Internal Analysis Concept<br>2. Importance of Internal Environmental Analysis<br>3. Internal Environment Elements<br>4. Information Society Resources<br>5. Internal Analysis Approaches<br>6. Internal Analysis and Information Failure | 1.5 | 1.5 | ☐ Exercises (TD)<br>☒ Assignments<br>☒ Seminars<br>☐ Projects<br>☐ Practices<br>☐ Others<br>☐ |
| **ILO5** | **Competitive Structure and Competitive Strategies**<br>1. Porter Model of Industry Analysis<br>2. Competitive Strategies  Best<br>3. Competitive Strategies | 3 | 3 | ☐ Exercises (TD)<br>☒ Assignments<br>☒ Seminars<br>☐ Projects<br>☐ Practices<br>☐ Others<br>☐ |
| **ILO6** | **Strategic Choices**<br>1. Strategic Choices Definitions<br>2. Environment Factors Affecting Strategic Choice<br>3. Strategic Choices Tools<br>4. The Best Strategic Choice | 1.5 | 1.5 | ☐ Exercises (TD)<br>☒ Assignments<br>☒ Seminars<br>☐ Projects<br>☐ Practices<br>☐ Others<br>☐ |
| **ILO7** | **Strategic Alternatives and Generic Strategies** | 3 | 3 | ☐ Exercises (TD) |

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|---|---|---|---|---|---|
| | 1. Defining Strategic Alternatives and Its Importance<br>2. Generic Strategies at Business Level<br>3. Choosing and Evaluating Strategic Alternatives<br>4. Strategic Alternative Models | | | ☒ Assignments<br>☒ Seminars<br>☐ Projects<br>☐ Practices<br>☐ Others<br>☐ | |
| ILO8 | 1. Strategy Implementation<br>2. Strategy Implementation: Concept and Importance<br>3. Strategy Implementation Requirements<br>4. Managerial Systems Supporting Strategy Implementation<br>5. Choosing Strategy Implementation Approach<br>6. Strategy Implementation Problems<br>7. Causes of Strategy Implementation Failure<br>8. Mackenzie Model of Strategy Implementation | 1.5 | 1.5 | ☐ Exercises (TD)<br>☒ Assignments<br>☐ Seminars<br>☐ Practices<br>☒ Projects<br>☐ Others | |
| ILO9 | **Strategy Control and Evaluation**<br>1. Strategic Control Concept<br>2. Importance of Strategic Control | 1.5 | 1.5 | ☐ Exercises (TD)<br>☒ Assignments<br>☐ Seminars | |

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| | 3. Strategic Control Objective and Evaluation<br>4. Levels of Strategic Control<br>5. Steps of Strategic Control<br>6. Characteristics of Effective Strategic Control System<br>7. Types of Strategic Control Systems<br>8. Strategic Control Styles<br>9. Strategy Evaluation<br>10. Obstacles of Strategy Evaluation | | | ☐ Practices<br>☒ Projects<br>☐ Others |
| **ILO10** | Strategic Management for Information Systems & Technology<br>1. The Concept of Strategic Information System<br>2. 1Strategic Information<br>3. The Importance of Strategic Information System<br>4. Strategic Characteristics for Information Systems<br>5. Organizational & Technological for Strategic Information Systems<br>6. Strategic Use for Information<br>7. Systems | 1.5 | 1.5 | ☐ Exercises (TD)<br>☒ Assignments<br>☒ Seminars<br>☐ Practices<br>☒ Projects<br>☐ Others |

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| | 8. Strategic Planning for Information Resources | | | | |
| | 9. The Relationship between Internet & Strategy | | | | |
| | 10. Integration Strategic Management & Strategic Information System | | | | |
| | 11. Obstacles of Strategic Management for Information Technology & Systems | | | | |

# 6. Assessment Criteria (Related to ILOs)

| ISC | Interactive Synchronized Collaboration | | Ex | Exams | | Rpt | Reports |
|---|---|---|---|---|---|---|---|
| PF2F | Presentations and Face-to-Face Assessments | | PW | Practice Work | | | |

| ILO Code | ILO | Intended Results | Assessment Type | | | | |
|---|---|---|---|---|---|---|---|
| | | | ISC | PW | Ex | PF2F | Rpt |
| | | | | | | | |
| ILO1 | Understand fondamental of strategic management and its roles, stages, and levels. In addition to realize the differences between strategy and plan, and realize the main | | X | | X | | |

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| | success factors along with obstacles that face strategy implementation. | | | | | |
| ILO2 | Understand the meaning of the organization's vision and mission, and identify their main elements. In addition to present the importance of strategy vision and mission and their stages and criteria. | | X | | X | X |
| ILO3 | Analyze external environment and to identity its components, sorts, and the characteristics of environmental analysis and its classifications. | | X | | X | X |
| ILO4 | Analyze internal environment and to identity its components and sorts. In addition to study the sources of information society and its approaches, along with the relationship between internal analysis and information failure. | | X | | X | X |
| ILO5 | Give students necessary orientations to explore strategy types and to understand the | | X | | X | X |

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| | main concepts of Porter's strategy model. | | | | | | |
| **ILO6** | Perceive the concept of strategic choice and its main environmental factors, and to understand strategy analysis methods and identifying the best strategy mix. | | | X | | X | | X |
| **ILO7** | Enlarge the students' perception of strategic alternative and generic strategies, and to understand the process of choosing strategic alternatives. | | | X | | X | | X |
| **ILO8** | Understand strategy implementation and its requirements, approaches, and its obstacles. In addition, to perceive Mackenzie model of effective strategic implementation. | | | X | | X | | X |
| **ILO9** | Recognize strategy evaluation process, and to identify its levels, characteristics, types, and the main obstacles that face strategy evaluation. | | | X | | X | | X |
| **ILo10** | Enlarge students comprehension of information technology | | | X | | X | | X |

| | systems, and identify its importance, requirements, and characteristics. To integrate strategic management and strategic information system. | | | | | | |
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## 7.Practice Tools:

| Tool Name | Description |
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## 8.Main References

1. Barney, Jay B. & William S. Hesterly (2010): Strategic Management and competitive advantage concepts, Pearson Education, Inc., N.J.

2. David, Fred R. (2011): Strategic Management: Concepts and Cases, (13th ed.), Pearson Education, Inc., N.J.

3. Grant, Robert M. (2010): Contemporary Strategy Analysis, (7th ed.), John Wiley & Sons LTD., New York.

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5. Wheelen, Thomas L. & J. David Hunger (2012): Strategic Management & Business Policy: toward Global Sustainability, (13th ed.), Pearson Education Inc., N.J.

6. Thompson. Jr. A. & et.al (2010): Crafting and Executing Strategy: the Quest for Competitive Advantage Concepts and Cases, (17th ed.), Mc Graw – Hill Companies, Inc., New York.

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## 9.Additional References

1. Turban, Efraim & et.al (2013): Information Technology for Management: advancing sustainable, profitable business growth, (9th ed.), John Wiley & Sons, Inc., New York.

2. Wallace, Patricia (2015): Introduction to Information Systems, (2nd ed.), Pearson Education Inc., N.J.

3. Ward, John & Joe Peppard (2002): Strategic Planning for Information Systems,(3rd ed.), John Wiley & Sons, LTD, Chichester

4. Rainer, R Kelly Jr. & Casey C. Cegielski (2009): Introduction to Information Systems,(3rd ed.), John Wiley & Sons ,Inc., New York.

5. Obrien , James A. & George M. Marakas (2011): Management information systems,(10th ed.), McGraw –Hill Companies, Inc., New York

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7. Laudon, Kenneth C. & Jane P. Laudon (2014): Management Information Systems: Managing the digital firm,(13th ed.), Pearson Education , Inc., N.J.

8. Haag, Stephen & et.al (2007): Management information systems for the information age, The McGraw– Hill Companies, Inc., New York.

9. Galliers, Robert D. & Dorothy E. Leidner (2009): Strategic Information Management: Challenges and Strategies in managing information Systems, (4th ed.), Routledge, London & New York.

10. Cassidy , Anita (2006): a practical guide to Information Systems Strategic Planning ,(2nd ed.), Auerback Publications , Boca Raton