

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

Strategic management course description

course: Strategic management - Master's degree of qualification and specialization in Building Information Modeling & management.

Dr. Rana Maya

Number of sessions :12 session

Course summary:

The main objective of the course is to provide students with the necessary information about strategic management theories and techniques that help them how to apply these theories and tools, presenting an overview of the success factors of the construction industry, analyzing the competitive environment, strategic planning, selecting strategic alternatives, implementing and evaluating strategies using performance indicators, and investigating the strategies used from accepted by contractors in domestic and international markets using case studies.

Course code: SM

Course sections:

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Chapters:

No	Terms	Description
1	Strategic management concepts	<ul style="list-style-type: none"> -Characteristics and concepts of strategic management -The historical development of strategic management
2	organization environment SWOT analysis	<ul style="list-style-type: none"> -Analysis of the internal environment (strengths and weaknesses) -Analysis of the external environment (opportunities and threats)
3	Strategic planning	<ul style="list-style-type: none"> - Strategic planning concept -Strategic planning using the balanced performance theory
4	Strategic alternatives	-strategies formulations
5	Choosing strategic alternatives	<ul style="list-style-type: none"> - strategic choice -Factors affecting the strategic choice process -Strategic decision support tools-
6	Strategy execution	<ul style="list-style-type: none"> - The concept of strategy implementation -Dimensions of implementing strategies
7	Strategy Oversight	Performance indicators for evaluating strategies

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Learning Outcomes

		assignment	Synchronous sessions	exam
Learning Outcomes	Learning Outcomes			
LO1	Understand the characteristics and concepts of strategic management		√	
LO2	Evaluate the internal and external environment in the organization	√	√	
LO3	Designs strategic and operational plans according to modern planning methods	√	√	
LO4	Identify strategic alternatives at the organization, business, and function levels		√	
LO5	Choosing strategic alternatives at the organization, business, and job levels	√	√	
LO6	Acquires strategy implementation skills		√	
LO7	Designing an effective control system for evaluating strategies	√	√	

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Evaluation criteria:

Learning Outcomes	To achieve the results, the student must demonstrate the capabilities in:
LO1	1-Understand the concept of strategy and strategic management 2-Defines the stages of strategic management 3-Understand the characteristics and concepts of strategic management 4- -It analyzes the historical development of strategic management and identifies the characteristics of each stage.
LO2	1- Recognize the concept and elements of the internal and external environment 2- Evaluation of the internal and external environment in the organization 3- Applying an organization's environmental analysis 4- Gather the information needed to carry out the environmental analysis
LO3	1-Understand the concept of strategic planning -2Designs strategic and executive plans according to modern planning methods
LO4	1- -Identification of strategic alternatives at the level of the organization, business and functions 2- -Choosing the appropriate strategy for the organization to achieve competitive advantages
LO5	-1Learn about the methods of strategic choice -2Learn about decision support tools -3Determine the factors affecting the strategic alternative

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	-4 Choosing strategic alternatives
LO6	<ol style="list-style-type: none"> 1. Understand the concept of strategy implementation 2. Understand the dimensions of strategy implementation 3. Acquires strategy implementation skills
LO7	<ol style="list-style-type: none"> 1. Understand the concept of strategic control 2. Define the basic elements of strategic control 3. Define performance indicators 4. Designing an effective control system for evaluating strategies

instructions:

Generating Evidence: The student prepares a brief project in which he demonstrates his ability to understand the previous outcomes, and this is before he takes the exam and deals with:

- Evaluation of the internal and external environment of the organization
- Identifying strategic alternatives for the organization
- Choosing the appropriate alternatives for the organization
- Develop a strategic and operational plan with performance indicators

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References:

Arabic:

- 1- The basics of strategic management: a theoretical and applied approach, Abdulbari Dura & Naser Jaradat, 2014.
- 2- Strategic management, Mansour Esmaeel Aluraeki , Science and Technology university , Sanaa, 2011.
- 3- Strategic management, Shals wogarth, Translation Mohamad refaii and Mohamad saed Abdulaal, Saudi arabia, Dar Almarich.
- 4- Strategic planning and balanced scorecard usage in building the culture of distinction in public organization, 2018.
- 5- Strategic management, Majd sakur & Raed alsarn, Syrian virtual university, 2018.
- 6- Strategic planing, Ahmad maher, University house, Alexandria, 2013.

English

1. Langford, D. and Male, S., (2001) Strategic Management in Construction, Blackwell Science, UK.
2. Tah, J.H.M. and Howes, R., (2003) Strategic Management Applied to International Construction, Thomas telford Publishing, UK.
3. Strategic management, Neil Ritson, Ventus publishing , ApS, 2011.
4. Kennedy, Reed. (2020) Strategic Management. Blacksburg, VA: Virginia Tech Publishing. <https://doi.org/10.21061/strategicmanagement> CC BY NC-SA 3.0.
5. Thomas M. cook, Robert A. Russell, Introduction to Management science, 5 edition, new jersey, USA, Prentice hall, 1993
6. Andy Neely, Business Performance Measurement: Theory and Practice, Cambridge University Press (July 6, 2010).

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Websites

- Kpi Mega library: <http://www.kpimegalibrary.com>,
- Kippy, www.kippy.cloud
- Bsc designer, <http://bscdesigner.com>
- Expert choice: <https://www.expertchoice.com/2021>

Virtual meetings: The virtual meetings continue concurrently with the simultaneous sessions and listen to all the requirements of the students.