



Course Specifications

Course Title:	Strategic Management
Course Code:	ADMN 315
Program:	Bachelor Of Business Administration
Department:	Business Administration
College:	College of Business Administration
Institution:	Jazan University

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A. Course Identification

1. Credit hours: 2
2. Course type
a. University <input type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: VI/2021-21
4. Pre-requisites for this course (if any):
5. Co-requisites for this course (if any):

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

This course is designed to give the students experience in strategic analysis and decision making using the case study method. Students will learn to identify analyze, propose alternative solutions and make effective decisions for the business.

The syllabus is devoted to create an understanding of the basic issues involve Business Policy and Strategic Management.

2. Course Main Objective

- The objective is to develop an understanding of the concept of corporate strategy formulation, implementation and its evaluation.
- To make them understand the significance of Strategic management in the modern business scenario.
- To inculcate the habit of effective decision making among the future business managers.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Understand the basic concepts and terminology used in Strategic Management.	K1
1.2	Distinguish between different types and levels of strategy.	K1
1.3	Understand the significance of strategic management in the modern business scenario.	K3
2	Skills :	
2.1	Identify opportunities and threats as well as strengths and weakness in the operating environment of real-world organizations.	S1
2.2	Evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences	S1
3	Values:	
3.1	Evaluate business for strategic decision making.	V2
3.3		V2

C. Course Content

No	List of Topics	Contact Hours
Unit 1	Introduction to Strategic Management: Nature, Objectives, scope of Strategic Management, Importance of Strategic Management	4
Unit II	Strategic Planning: Corporate Planning, Concept of planning, Planning Process, Types of Planning, Strategic Planning	8
Unit III	Formulation of Strategy: Different Types of Strategies- Stability, Expansion, Retrenchment, Environmental Analysis/Scanning, Internal and External Environment of a Firm, Need for Environmental Analysis, Techniques for Environmental Analysis, Environmental Threat and Opportunity Profile (ETOP).	10
Unit IV	Implementation of Strategies: Implementing Strategy, Business Unit Strategy, BCG Matrix and other Portfolio Models, Control and Strategic actions- Mergers, Acquisitions, Diversification.	8

	Evaluation and control Process.	
Total		30

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 and Understanding		
1.1	The student will be able to understand and explore the theoretical concept of strategy.	Lectures	MCQs Essay
1.2	The student will be able to recognize different types of strategies.	Lectures	MCQs Essay
...	The student will be able to explain different Types of Strategies.	Lectures	MCQs Essay
2.0	Skills		
2.1	The student will be able to explain formulation of different types of strategy.	Problem Solving	Essay
2.2	The student will be able to examine environment that can shape the nature of competition in an industry.	Case Studies Problem Solving	MCQs Essay
...			
3.0	Values		
3.1	The student will be able to evaluate business for strategic decision making.	Group Work Reflective Discussion	MCQs Essay
...			

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Assignment	Week 9 - 11	5%
2	Quiz	Week 8, 13	10%
3	Class Participation	Weeks 2 -6	5%
4	Mid Term	Weeks 6 -15	30%
5	Final Exam	Week 9 - 11	50%
6			

*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:

Department have an arrangement for “Student Counseling Unit “for each student by the department. The Department Coordinator nominates faculty members for “Student

Counseling Committee” every semester. These **“Academic Advisors** “are responsible for student counseling and advising to a group of fix number of students (around 10-15 students) and maintaining students’ files. At the beginning of semester and at time of course registration all students take counseling from Academic Advisor according to his previous grades and coverage of pre-requisite course and follow-up.

Also students with GPA below than 2.00 are remained under deep observation and continuous meetings with respective course teachers about their performance are arranged to help and support the students. The course teacher is to be associated with this course provide a proper guidance for students who are looking to focus on their future career based on their intellectual interests, identify better opportunities related to this course and connections in their academic fields.

The course teacher will commit to a minimum scheduled time for student consultation equivalent to **2 HOURS PER WEEK** and will have prescribed times set aside for individual appointments with students. The students will be informed at the commencement of every semester for teacher consultation hours for seeking advice and support.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	<p>A. Kazmi. Business Policy & strategic Management. Tata Mcgrawhill Publications. 2nd Edition Reprint 2006. 0-07-044470-6</p> <p>B. Richard Lynch. Corporate Strategy Prentice hall. 4th Edition 2006 0-27-370178-9</p> <p>C. Anthony Henry Strategic management Oxford University Press 1st Edition 2008. 13-978-0-0-19-928830-4</p>
Essential References Materials	<ul style="list-style-type: none"> • http://www.emeraldinsight.com/insight • http://www.en.wikipedia/wiki/listof_management_to_pics
Electronic Materials	Ebsco Business Source Premier: A database containing several hundred key business and management journals with full text articles updated daily.
Other Learning Materials	Courseware: Specific research support resources and documents, selectively posted to complement and build upon materials available in proctor’s methodological text. Such documentation will typically be posted regularly.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom equipped with projector and whiteboard and sufficient seating arrangements.

Item	Resources
Technology Resources (AV, data show, Smart Board, software, etc.)	Blackboard
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	None

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Resources and facilities for students	Students	Direct
Effectiveness of teaching / learning process	Students	Direct
Effectiveness of teaching / learning process	HoD	Indirect
Quality of learning Resources	Faculty	Indirect
Verifying standards of student achievement / evaluation	HoD	Indirect
Achievement of course learning outcomes	Course Teachers / QAU	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

Council / Committee	Quality Committee
Reference No.	ADMN315
Date	21 October 2021