



Course Specification

— (Bachelor)

Course Title: Strategic Management
Course Code: ADMN 315
Program: Bachelor in Business Administration
Department: Business and Marketing
College: College of Business
Institution: Jazan University
Version: <i>Course Specification Version Number</i>
Last Revision Date: <i>Pick Revision Date.</i>

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A. General information about the course:

1. Course Identification

1. Credit hours: (2)

2. Course type

A. ☐ University ☒ College ☐ Department ☐ Track ☐ Others

B. ☒ Required ☐ Elective

3. Level/year at which this course is offered: (8th level/3rd year)

4. Course general 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.

5. Pre-requirements for this course (if any):

N/A

6. Co-requisites for this course (if any):

N/A

7. Course Main Objective(s):

- 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.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	22	100%
2	E-learning		
3	Hybrid		





No	Mode of Instruction	Contact Hours	Percentage
	<ul style="list-style-type: none"> Traditional classroom E-learning 		
4	Distance learning		

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	22
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		22

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Describe the term and key concepts of “Strategic Management”	K1	<ul style="list-style-type: none"> Lectures Group discussions Individual and collaborative activities Pair and group discussions 	<ul style="list-style-type: none"> Midterms Final exam Quizzes Class participation Assignments
1.2	Determine or identify the importance of Strategic Implementation and Control.	K2	<ul style="list-style-type: none"> Lectures Group discussions 	<ul style="list-style-type: none"> Midterms Final exam Quizzes





Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
			<ul style="list-style-type: none"> Individual and collaborative activities Pair and group discussions 	<ul style="list-style-type: none"> Class participation Assignments
...				
2.0	Skills			
2.1	Determine or identify the importance of Strategic Implementation and Control.	S1	<ul style="list-style-type: none"> Lectures Group discussions Individual and collaborative activities Pair and group discussions 	<ul style="list-style-type: none"> Midterms Final exam Individual Assignments Group Assignment
2.2	Demonstrate the utilization of various attributes involved in a good planning framework.	S3	<ul style="list-style-type: none"> Lectures Group discussions Individual and collaborative activities Pair and group discussions 	<ul style="list-style-type: none"> Midterms Final exam Individual Assignments Group Assignment
...				
3.0	Values, autonomy, and responsibility			
3.1				
3.2	Demonstrate and display the leadership in assessing the implementation of strategy and Business unit strategy	V1	<ul style="list-style-type: none"> Individual problem-solving activities Pair and group discussions and activities 	<ul style="list-style-type: none"> Class participation Observation Individual Assignments Group Assignment





Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
...				

C. Course Content

No	List of Topics	Contact Hours
1.	Unit 1: Introduction to Strategic Management: Meaning and Important Concepts	2
2.	Strategy: Definition and Features - What is Strategic Planning & strategic plan	2
3.	Components of a Strategic management: Strategic Intent, Vision, Mission, goals & objectives and their importance	2
4.	Unit2: Strategic management's benefit, process & components: Financial & Non-financial benefits	2
5.	Strategic Management Process and Steps	2
6.	Environmental scanning, formulation, implementation, evaluation, Components of Strategic Management Process	2
7.	Unit3: Level & types of strategies: - Stability, Expansion, Retrenchment	2
8.	Level & types of strategies:Retrenchment	2
9.	Tools for strategy analysis- different portfolio models: SWOT	2
10.	PESTEL, Porter 5 Forces	2
11.	Revision	2
Total		22

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Class participation, Assignments	1 - 10th	10%
2.	Quiz 1, 2	9 - 10th	10%
3.	Midterm	Week 5 & 6	30%
4.	Final exam	Week 12 & 13	50%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Kazmi. Business Policy & strategic Management. Tata Mcgrawhill Publications. 2nd Edition Reprint 2006.
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	B. Richard Lynch. Corporate Strategy Prentice hall. 4th Edition 2006 C. Anthony Henry Strategic management Oxford University Press 1st Edition 2008.
Supportive References	Ebsco Business Source Premier: A database containing several hundred key business and management journals with full text articles updated daily. 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.
Electronic Materials	
Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classrooms to facilitate student engagement ,collaboration and connection between lecturer and student with: <ul style="list-style-type: none"> ■ Movable tables and chairs conducive to group discussion and group work. ■ Good lighting control.
Technology equipment (projector, smart board, software)	<ul style="list-style-type: none"> ■ Smart classroom equipment including data show. ■ Instructor station with Tablet PC-like technology. ■ Multiple electronic display surfaces (LCD projectors, etc.). ■ Reliable network connectivity. ■ Laptop connection for instructor and student hook ups. ■ Electrical Outlets.
Other equipment (depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Indirect



Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of Students assessment	Program Leader, External evaluator	Direct
Quality of learning resources	Instructor, Students	Indirect
The extent to which CLOs have been achieved	Quality Committee	Direct
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	SCIENTIFIC COMMITTEE OF THE DEPARTMENT OF MANAGEMENT AND MARKETING
REFERENCE NO.	2ND MEETING, ACADEMIC YEAR 2025, SUBJECT NO.3
DATE	12-09-2024

