

# Course Specification

## (Postgraduate Programs)

Course Title:	Strategic Management
Course Code:	MNGT 6106
Program:	Master of Science in Accounting
Department:	Accounting Department
College:	College of Business
Institution:	Imam Mohammad Ibn Saud Islamic University
Version:	(1)
Last Revision Date:	Pick Revision Date.



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## A. General information about the course:

### 1. Course Identification:

1. Credit hours: (3 Hours)

### 2. Course type

A.  University  College  Department  Track

B.  Required  Elective

3. Level/year at which this course is offered: ( second Level/ first Year)

### 4. Course General Description:

This course equips students with the principles and foundations of strategic management, encompassing the overall organizational vision, mission, and the associated processes of strategic formulation and implementation within business organizations. It explores environmental scanning techniques that enable managers to conduct internal analyses to identify strengths and weaknesses, as well as external analyses to pinpoint opportunities and threats. This analysis is crucial for formulating corporate, business, and functional strategies, as well as for their successful implementation and evaluation. The course will also examine the context of global environments and sustainability, which serve as essential components of contemporary competitive advantages, including efficiency, quality, innovation, and customer responsiveness—key elements that underpin most modern strategies. Students will acquire relevant concepts, techniques, and skills in strategic analysis and practices. This learning experience will be enriched through a variety of methods, including business case studies and simulations, while also encouraging students to actively participate in collaborative strategy teams. They will work together to analyze strategic issues and address contemporary business challenges within an ethical framework.

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

N/A

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

N/A

### 7. Course Main Objective(s):

At the end of this course, students will be able to:-

- Understand the fundamental concepts, approaches, methods, and techniques of strategic management.



- Identify the processes and mechanisms involved in the formulation, implementation, and evaluation of strategies.
- Enhance the student's analytical, critical, and ethical skills acquired from real-life case studies.

## 2. Teaching Mode: (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	36	100%
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> <li>• Traditional classroom</li> <li>• E-learning</li> </ul>		
4	Distance learning		

## 3. Contact Hours: (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	36
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify).....	
	<b>Total</b>	<b>36</b>

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

Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
1.0	<b>Knowledge and understanding</b>			
1.1	Clarifies with precision contemporary issues in strategic management and their implications on business competitiveness and survival practices.	K2	<ul style="list-style-type: none"> <li>• Interactive Lecture</li> <li>• Problem-based learning</li> </ul>	<ul style="list-style-type: none"> <li>• Exams</li> <li>• Quizzes</li> </ul>



Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
1.2	Identifies research methodology related to contemporary issues in strategic management.	K3	<ul style="list-style-type: none"> <li>• Interactive Lecture</li> <li>• Concept Mapping</li> </ul>	Written Reports
<b>2.0</b>	<b>Skills</b>			
2.1	Evaluates the dynamics and mechanisms of trends related to current issues in strategic management through purposeful critical analysis to provide creative solutions	S2	Project-Based Learning (PBL)	Project
2.2	Applies quantitative and/or qualitative methods and information technology to process and analyze data and information related to strategic management and communicating in a variety of ways to convey results.	S4	<ul style="list-style-type: none"> <li>• Self-Learning</li> <li>• Problem Solving</li> <li>• Brainstorming</li> <li>• Discussion</li> <li>• Collaborative Learning</li> </ul>	<ul style="list-style-type: none"> <li>• Presentations</li> <li>• Case studies reports</li> </ul>
<b>3.0</b>	<b>Values, autonomy, and responsibility</b>			
3.1	Adheres to professional and human values and ethics in dealing with contemporary strategic management issues.	V1	<ul style="list-style-type: none"> <li>• Discussions</li> <li>• Project-Based Learning (PBL)</li> </ul>	<ul style="list-style-type: none"> <li>• Assignments</li> <li>• Presentations</li> </ul>
3.2	Collaborates effectively within a team to address issues related to strategic management, taking on leadership role and assuming responsibility.	V3	<ul style="list-style-type: none"> <li>• Active learning</li> <li>• Project-based learning</li> </ul>	<ul style="list-style-type: none"> <li>• Assignments</li> <li>• Presentations</li> </ul>



## C. Course Content:

No	List of Topics	Contact Hours
1.	Course Overview: Key Concepts and Foundations	4
2.	Strategic Management Process	4
3.	Environmental Scanning and Industry Analysis	4
4.	Internal Scanning and Organizational Analysis	4
5.	Business Strategy Formulation	4
6.	Corporate and functional Strategies	4
7.	Strategic Choices and Competitiveness	4
8.	Strategy Implementation: Work Organization, Evaluation and Control.	4
9.	Strategy Evaluation and student's self reflection on practices.	4
<b>Total</b>		<b>36</b>

## D. Students Assessment Activities:

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Midterm Exam	5	20%
2.	Group Assignment and Project	9	20%
3.	Individual Assignment and presentation	6-11	20%
4.	Final Exam	According to the time specified by the college	40%

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

## E. Learning Resources and Facilities:

### 1. References and Learning Resources:

<b>Essential References</b>	<ul style="list-style-type: none"> <li>- Gerry, Johnson, Kevin Scoles, Richard Whittington, Duncan Angwin and Patrick Regner (2012). Exploring Strategy, Text &amp; Cases. 10th Edition, McGraw-Hill.</li> </ul>
<b>Supportive References</b>	<ul style="list-style-type: none"> <li>- Thomas, W and David, J (2013) Strategic Management &amp; Business Policy, 13<sup>th</sup>, Edition.</li> <li>- Rothaermel, F.T. (2013) Strategic Management. Mc Graw Hill Education.</li> </ul>
<b>Electronic Materials</b>	<ul style="list-style-type: none"> <li>- Saudi Digital Library</li> <li>- Selected fundamental scientific manuscripts from international high ranked journals (ASQ, AMR...)</li> </ul>



## Other Learning Materials

### 2. Educational and Research Facilities and Equipment Required:

Items	Resources
<b>facilities</b> (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	<b>Classroom for up to 30 students</b>
<b>Technology equipment</b> (Projector, smart board, software)	<b>Data projector, internet connection, smart board</b>
<b>Other equipment</b> (Depending on the nature of the specialty)	<b>Blackboard platform</b>

### F. Assessment of Course Quality:

Assessment Areas/Issues	Assessor	Assessment Methods
<b>Effectiveness of teaching</b>	-Program leaders -Students	- Indirect through student questionnaires. - Indirect through the program leaders' evaluation of quality files.
<b>Effectiveness of students' assessment</b>	-Program leaders -Faculty members	-Direct through periodic review of the course by the Department's Curriculum and Planning Committee -Direct through discussion between program leaders and faculty members.
<b>Quality of learning resources</b>	-Program leaders -Faculty members - Students	-Direct through discussion between program leaders and faculty members. - Indirect through student questionnaires.
<b>The extent to which CLOs have been achieved</b>	-Program leaders -Faculty members	-Direct by measuring CLOs and comparing them with the target level.
<b>Other</b>		

**Assessor** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

### G. Specification Approval Data:

**COUNCIL /COMMITTEE**

**ACCOUNTING DEPARTMENT COUNCIL**





REFERENCE NO.

second Session of The Third Term

DATE

29/08/1444 HIJRI CORRESPONDING TO 21/03/2023

