



Course Specification

— (Postgraduate)

Course Title: Strategic Management
Course Code: MGT 645
Program: Master of Business Administration
Department: Business Administration
College: College of Economics and Administrative Sciences
Institution: Imam Mohammad Ibn Saud Islamic University
Version: 2023
Last Revision Date: 20/8/2023



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A. General information about the course:

1. Course Identification:

1. Credit hours: (3)			
2. Course type			
A.	<input type="checkbox"/> University	<input type="checkbox"/> College	<input type="checkbox"/> Department <input type="checkbox"/> Track
B.	<input checked="" type="checkbox"/> Required	<input type="checkbox"/> Elective	
3. Level/year at which this course is offered: (Level 4 / Second Year)			
4. Course general Description:			
<p>This course focused on strategic management process which involves the overall vision, mission, and objectives of the organization. It implied an internal analysis to determine strengths and weaknesses, external analysis to determine opportunities and threats, formulating corporate, business, and functional strategies, implementing, and evaluating strategies. Global strategies and environments will be covered as well. Emphasis will be placed on the building blocks of sustainable competitive advantage (efficiency, quality, innovation, and customer responsiveness) that underlie most strategies. Students will learn relevant concepts and techniques and will develop skills in strategic analysis and strategy formulation through variety of methods including business cases and simulation. Students will also play an effective member of a strategic team, working with others to analyze strategic issues and solve business problems.</p>			
5. Pre-requirements for this course (if any):			
None			
6. Pre-requirements for this course (if any):			
None			
7. Course Main Objective(s):			
At the end of the module the student will be able to:			
<ul style="list-style-type: none"> • provide an understanding of the main concepts, the approaches, the methods and the techniques of Strategic Management • become familiar with the formulation, the implementation and the control of the strategy (process, mechanisms,). • enhance student analytical and critical skills (acquire case studies methodology) 			

2. Teaching Mode: (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	30	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	30
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify).....	
	Total	30

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Have an appropriate understanding of strategic management perspective.		Lectures, assignment, group discussions and presentations	Written essays, Exams.
1.2	Demonstrate his or her knowledge of strategies paradigms	K2	Lectures, assignment, group discussions and presentations	Written essays, Exams.
1.3	Aware of the importance of strategic issue and the need to act ethically		Lectures, assignment, group discussions and presentations	Written essays, Exams.
2.0	Skills			
2.1	Analyze, select, and implement adequate strategies to cope with businesses challenges.		Lectures, assignment, group discussions and presentations	Written essays, Exams.
2.2	To critically evaluate the literature review of different strategies	S2	Lectures, assignment, group discussions and presentations	Written essays, Exams.





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
	and challenges associated with strategy issues			
2.3	Acquire professional skills in using technology to communicate about strategies		Lectures, assignment, group discussions and presentations	Written essays, Exams.
3.0	Values, autonomy, and responsibility			
3.1	The student should effectively employ self-learning and personal development		Lectures, assignment, group discussions and presentations	Discussions and Assignment, Written essays
3.2	The student should be able to participate in activities and duties and perform them professionally and independently, in a team spirit.		Lectures, assignment, group discussions and presentations	Discussions and Assignment, Written essays
3.3	The student should be responsible and demonstrate a commitment to the scientific integrity.		Lectures, assignment, group discussions and presentations	Discussions and Assignment, Written essays

C. Course Content:

No	List of Topics	Contact Hours
1.	Introduction, Course overview, basic concepts	3
2.	Chapter 1: Managing the strategic process	3
3.	Chapter 2: Environmental Scanning and Industry Analysis	3
4.	Chapter 3: Internal Scanning and Organizational Analysis	3
5.	Strategy4: Business Strategy	3
6.	Chapter 5: Corporate Strategy	3
7.	Chapter 6 Functional Strategy and Strategic Choice	3
8.	Chapter 7-8 Strategy Implementation: Organizing for Action and Evaluation and Control	3
9.	Group assignment: Leadership article analysis	6
Total		





D. Students Assessment Activities:

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Midterm exam	Week 7	25%
2.	Assignments, and Quizzes	During the term	15%
3.	Group assignment: case study	During the term	20%
...	Final Exam	12	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:

Essential References	Gerry, Johnson, Kevin Scoles, Richard Whittington, Duncan Angwin and Patrick Regner (2012). Exploring Strategy, Text & Cases. 10th Edition, McGraw-Hill.
Supportive References	THOMAS L. WHEELLEN J. DAVID HUNGER (2013) STRATEGIC MANAGEMENT & BUSINESS POLICY 13TH EDITION Title: Rothaermel, F.T. (2013) Strategic Management. Mc Graw Hill Education.
Electronic Materials	Saudi Digital Library Selected fundamental scientific manuscripts from international high ranked journals (ASQ, AMR...)
Other Learning Materials	

2. Educational and Research Facilities and Equipment Required:

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Equipped Classrooms and round tables in order to activate a number of appropriate teaching methods.
Technology equipment (Projector, smart board, software)	Data show, MS Office software, ...
Other equipment (Depending on the nature of the specialty)	Cisco Jabber Application for communications

F. Assessment of Course Quality:

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Instructor	Direct Comparison
Effectiveness of students assessment	Peer reviewer	Indirect
Quality of learning resources	Coordinator	Indirect





Assessment Areas/Issues	Assessor	Assessment Methods
The extent to which CLOs have been achieved	Faculty members	Direct (Calculating the percentage of achieving each learning outcome according to the learning matrix previously defined for the course for each group separately, and then for all groups Comparison between the achieved and targeted ratios).
Other		

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

Assessment Methods (Direct, Indirect)

G. Specification Approval Data:

COUNCIL /COMMITTEE	Business Administration Department / Head of Department
REFERENCE NO.	Council Meeting no. 13, 06/06/2022
DATE	06/06/2022

