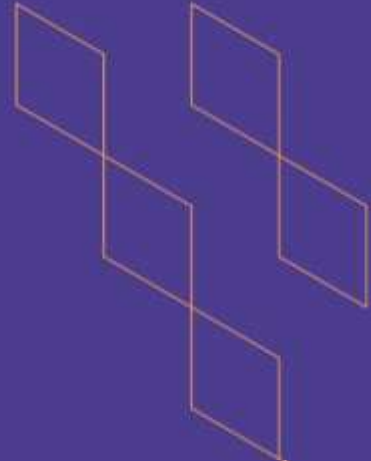




T-104
2022

Course Specification



Course Title:	Strategic Management
Course Code:	BA4702
Program:	BA Degree in Business Administration
Department:	Business Administration
College:	College of Business
Institution:	Umm Al-Qura University
Version:	2
Last Revision Date:	28/01/2023



Table of Contents:

Content	Page
A. General Information about the course	3
1. Teaching mode (mark all that apply) . Contact Hours (based on the academic semester)	4
Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods	4
Course Content	6
1. References and Learning Resources	7
2. Required Facilities and Equipment	7
F. Assessment of Course Quality	8
G. Specification Approval Data	8



A. General information about the course:

Course Identification	
1. Credit hours:	4
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Track <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: Level 11	
4. Course general Description The course underlines the value and process of strategic management. In addition to explaining students with new strategic concepts, students are expected to integrate and apply their prior learning of businesses courses to strategic decision making in organizations. This course aims to explore an organization's vision, mission, examine techniques, principles, and models of organizational and environmental analysis. The course also discusses the theories and practices of strategy formulation and implementation.	
5. Pre-requirements for this course (if any): Completion of Level 9	
6. Co- requirements for this course (if any):	
7. Course Main Objective(s)	
<ul style="list-style-type: none"> • This course aims to help students to integrate and apply their prior learning to various business situations. • The course intends to provide the necessary knowledge in strategic, dilemmas, concepts planning, decisions, formulation, implementation, and evaluation. 	



1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	32	80%
2.	E-learning		
3.	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 	8	20%
4.	Distance learning		

. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	32
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify) Elearning	8
	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	Explain and understand the strategic decisions that organizations make.	K3	Class lectures Discussions	Written Test Assignments Class Participations
1.2	Identify the basic concepts, theories, principles, and practices related to strategy construction and implementation.	K1	Lecture, Discussion	Written Test Assignments

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
				Class Participations
1.3	Understand the internal and external environments of organizations.	K4	Class lectures Discussions	Written Test Assignments Class Participations
2.0	Skills			
2.1	Analyze the internal and external environments of organizations	S2	Class lectures Discussions Group assignments	Assignments Class Participations
2.2	Apply critical thinking techniques in order to formulate and implement strategic plans	S3	Class lectures Discussions Group assignments	Assignments Class Participations
3.0	Values, autonomy, and responsibility			
3.1	Manage how to work in groups	V2	Class lectures Discussions Group assignments	Assignments Class Participations
3.2	Demonstrate values of integrity and ethical behavior	V2	Class lectures Discussions Group assignments	Assignments Class Participations
3.3	Demonstrate Self-evaluation and accept criticism from others	V2	Class lectures Discussions Group assignments	Assignments Class Participations

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to Strategic Management	4
2	External Environment	4
3	Internal Capabilities	4
4	Business-Level Strategies: Cost Leadership	4
5	Business-Level Strategies: Differentiation	4
6	Corporate-Level Strategies: Vertical Integration	4
7	Corporate-Level Strategies: Corporate Diversification	4
8	Corporate-Level Strategies: Strategic Alliances	4
9	Corporate-Level Strategies: Merger and Acquisition	4
10	Strategy Implementation	4
Total		40





D. Students Assessment Activities

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Class Engagement	All Wks	10%
2	Case studies	4-6-9-10	10%
3	Projects	10	20%
4	Mid-term Exam	WK # 7	20%
5	Final Exam	12	40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Concepts : Strategic Management and Competitive Advantage Jay B. Barney , .6th Edition ,Global Edition ,and Cases
Supportive References	
Electronic Materials	www.hbr.org https://www.wsj.com www.vision2030.gov.sa
Other Learning Materials	Case studies and material provided by the instructor

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classroom, lab
Technology equipment (projector, smart board, software)	Data Show, Smart Board , , software
Other equipment (depending on the nature of the specialty)	None





F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Chair, Students, External Stakeholders Department and quality committee	Open discussions with the students Anonymous surveys
Effectiveness of students assessment	Chair, Students, External Stakeholders Department and quality committee	Checking marking by the students themselves if it's possible Using the help of other members in reviewing the assignments/exams
Quality of learning resources	Chair, Students, External Stakeholders Department and quality committee	Review of course portfolios Instructor assessment by students
The extent to which CLOs have been achieved	Chair, Students, External Stakeholders Department and quality committee	Course specifications are periodically reviewed at the departmental level. Courses are updated periodically and compared to the benchmark standards.
Other		

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

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	BA DEPARTMENT
REFERENCE NO.	
DATE	28/01/2023

