



# KOMAR UNIVERSITY OF SCIENCE AND TECHNOLOGY (KUST)

STRATEGIC MANAGEMENT COURSE SYLLABUS				
<b>Course Title</b>	Strategic Management			
<b>Course Code</b>	BUS4365	<b>No. of Credits</b>	3	
<b>Department</b>	Business Administration	<b>Collage</b>	Business	
<b>Course Instructor</b>	Mr. Sadiq Mohammed Mahmood			
<b>Email</b>	sadiq.mohammed@komar.edu.iq	<b>IP No.</b>	129	
<b>Per-requisites</b>	BUS3345 Managing People and Organizations			
<b>Teaching Hours</b>	3			
<b>Course Schedule</b>	Monday and Wednesday (8:00 -9:30)			
<b>Contact Hours</b>	Monday and Wednesday (10:00 – 11:00)			
<b>Course Type</b>	College Requirement			
<b>Offer in Academic Year</b>	Spring 2016			
COURSE DESCRIPTION				
<p>This course is designed to provide an understanding of the major concepts of strategic management for undergraduate students. The focal point of the course will be encouraging students to deal with strategic management from a practical point of view; exercising case analysis.</p>				
COURSE OBJECTIVES				
<ol style="list-style-type: none"> <li>1. The main concepts and processes of the three stages of strategic management, i.e., formulation, implementation, and evaluation will be explained and elaborated upon.</li> <li>2. The purpose of strategic management will be demonstrated as how to exploit and create new and different opportunities for the future of a business.</li> <li>3. The course will help students to use the concepts and tools in suggesting strategies as being appropriate for an organization the student will focus on.</li> </ol>				
COURSE LEARNING OUTCOMES			AACSB CLOs	Weight (100)
By ending this course, students be able to:			A	10%
1. Define and give examples of key terms in strategic management.				
2. Analyze the nature of the strategic-management process: formulation, implementation, and evaluation activities.			C + D	25% + 5%
3. Describe the nature and role of vision and mission statements in strategic management.			E + H	10%
4. Illustrate the importance and the processes of conducting external assessment for competitive markets, and internal assessment for the enterprise.			C + E + F	5% +5% + 5%
5. Explain the nature and role of ethics, social responsibility and environmental sustainability in strategic planning.			B + G	10% + 5%
6. Make use of the steps in preparing a comprehensive written case analysis in strategic management.			B + D + H	5%+10%+10%



# KOMAR UNIVERSITY OF SCIENCE AND TECHNOLOGY (KUST)

## COURSE CONTENT

- Part 1: Introduction to Strategic Management**
- Part 2: First Stage of Strategic Management: Formulation**
- Part 3: Second Stage of Strategic Management: Implementation**
- Part 4: Third Stage of Strategic Management : Evaluation**
- Part 5: Strategic Management: Preparation of Case Analysis**

## GRADING POLICY

A	95-100%	C	70-74%
A-	94-90%	C-	65-69%
B+	87-89%	D+	60-64%
B	83-86%	D	55-59%
B-	80-82%	D-	50-54%
C+	75-79%	F	0-49%
W	Withdrawal	I	Incomplete

*Note: Passing Grade is 65% and above*

## COURSE TEACHING AND LEARNING ACTIVITIES

1. **Lectures:** The lectures provide a broad introduction to each topic and emphasis key concepts.
2. **Case Studies:** the numerous Case Studies are an important learning tool, integrated closely with the theoretical material presented in each chapter.
3. **Graphs:** graphs should help students both learn and review the material.
4. **Student Questions:** With each new subject the students will be asked to submit 2 questions about the subject prior to reading in textbooks about it, then 2 more questions that reading generated in their minds.
5. **In class brainstorming sessions:** Team-work, assignments and presenting the assignment contents and ideas are required.
6. **Quick Quizzes:** These will be announced ahead of time.
7. **Feedback:** Feedback on student progress will be given throughout the course.
8. **Class participation:** Class participation is encouraged and will influence your grade.
9. **Exams:** Exams are all comprehensive in nature.

## COURSE ASSESSMENT Tools

N	Assessment tool	Weight	No. of Activities	Learning Outcomes
1	Homework/Exercise	14%	(7)	Encourage reading and reviewing (Must be returned on time).
2	Quizzes	14%	(7)	Careful reading and listening
4	Mid-Term Exam	20%	(1)	College requirement (Feedback)
5	Final Exam	30%	(1)	College requirement (Feedback)
6	Participation	7%	Each lecture	Interact with the course
7	Reports and Presentations	15%	(1)	Groups: learning how to prepare reports and papers on strategic management.



# KOMAR UNIVERSITY OF SCIENCE AND TECHNOLOGY (KUST)

## ESSENTIAL READINGS: (Journals, textbooks, websites, etc.z)

- |                     |   |
|---------------------|---|
| Textbook            | <ul style="list-style-type: none"><li>• Fred R. David, (2011), Strategic Management, 13<sup>th</sup> ed. Prentice Hall.</li></ul>   |
| Additional Resource | <ul style="list-style-type: none"><li>• Charles W. L. Hill &amp; Gareth R. Jones, (2009), Essentials of Strategic Management, 2<sup>nd</sup> ed. Cengage Learning.</li><li>• Dave Ketchen &amp; Jeremy Short (2011), Mastering Strategic Management. Saylor Learning.</li></ul> |

## COURSE POLICY (including plagiarism, academic honesty, attendance etc)

### Attendance Policy

Students are expected to attend all the classes for the entire semester. Students are responsible for material presented in lectures. Attendance is taken at the beginning of each class. Only students with official KUST absences, family crises, and illness are excused from class. This in no way cancels any responsibility for work due or assigned during absence. The student who misses more than 10 percent of the course classes will be placed on probation.

### Make-up Policy

Because all examinations are announced in advance a zero will be assigned to any missed examination unless a student has a legitimate acceptable reason, such as illness, for not being able to take the examination during all the days when the examination was announced.

### Academic Dishonesty

Any type of dishonesty (plagiarism, copying another's test or home-work, etc) will NOT be tolerated. Students found guilty of any type of academic dishonesty are subject to failure in this course, plus further punishment by the University Consul.

### Deadlines/Due Dates

Recognizing that a large part of professional life is meeting deadlines, it is necessary to develop time management and organizational skills. Failure to meet the course deadlines will result in penalties. **Late assignments will be accepted with a penalty if they are less than 3 days passed their respective due dates, otherwise a zero will be assigned to those assignments.** Work may be submitted early.

## GUIDELINES FOR SUCCESS

- Attend classes, listen carefully and ask relevant questions about the topics..
- Actively participate in discussions.
- Do homework without copying from classmates.
- Do not neglect what you do not understand.



## KOMAR UNIVERSITY OF SCIENCE AND TECHNOLOGY (KUST)

Week	Beg/End Dates	Topics	AACSB CLOs	Course Requirements
1	Feb. 29 <sup>th</sup> 2016 Lecture (1)	<ol style="list-style-type: none"> <li>Syllabus</li> <li>Introduction: The Key Concepts</li> </ol>	A	
	Lecture (2)	<ul style="list-style-type: none"> <li>Overview of Strategic Management</li> </ul>	A	
2	Lecture (3)	<ul style="list-style-type: none"> <li>The Strategic Management Model and its Benefits</li> </ul>	A	
	Lecture (4)	<ul style="list-style-type: none"> <li>Exercises on SM Models</li> </ul>	C+E+H	
3	Lecture (5)	<ul style="list-style-type: none"> <li>The Business Vision and Mission</li> </ul>	E+H	Quiz – 1
	Lecture (6)	<ul style="list-style-type: none"> <li>Exercises on Types of Vision and Mission</li> </ul>	C+E+H	Homework – 1
4	Lecture (7)	<ul style="list-style-type: none"> <li>The External Assessment in Strategic Planning</li> </ul>	C	
	Lecture (8)	<ul style="list-style-type: none"> <li>Competitive Analysis: Porter’s Five-Forces Model</li> </ul>	C+D	
5	Lecture (9)	<ul style="list-style-type: none"> <li>Exercises on External Assessment</li> </ul>	C+E+H	Quiz – 2 Homework – 2
	Lecture (10)	<ul style="list-style-type: none"> <li>The Internal Assessment in Strategic Planning</li> </ul>	C+D	
6	Lecture (11)	<ul style="list-style-type: none"> <li>Exercises on Internal Assessment</li> </ul>	C+E+H	Homework – 3
	Lecture (12)	<ul style="list-style-type: none"> <li>Types of Strategies</li> </ul>	A+B+G	
7	Lecture (13)	<ul style="list-style-type: none"> <li>Exercises on Distinguishing Different Types of Strategies</li> </ul>	C+B+H	Quiz – 3
	Lecture (14)	<ul style="list-style-type: none"> <li>A Comprehensive Strategy-Formulation Framework</li> </ul>	C	
8	<b>Mid Term Exam. No Classes.</b>			
9	Lecture (15)	<ul style="list-style-type: none"> <li>Exercises on Formulation Analytical Framework</li> </ul>	C+H+F	Homework – 4
	Lecture (16)	<ul style="list-style-type: none"> <li>Implementing Strategies: Management and Operations Issues</li> </ul>	C	Quiz – 4
10	Lecture (17)	<ul style="list-style-type: none"> <li>Implementing Strategies: Marketing, Finance/Accounting, R&amp;D, and MIS Issues</li> </ul>	C	
	Lecture (18)	<ul style="list-style-type: none"> <li>Exercises on All Major Issues of Implementing Strategies</li> </ul>	C+F+H	Homework – 5



## KOMAR UNIVERSITY OF SCIENCE AND TECHNOLOGY (KUST)

11	Lecture (19)	<ul style="list-style-type: none"> <li>The Process of Evaluating Strategic Management</li> </ul>	C	Quiz – 5
	Lecture(20)	<ul style="list-style-type: none"> <li>Characteristics of an Effective Evaluation System</li> </ul>	C	
12	Lecture(21)	<ul style="list-style-type: none"> <li>Exercises on Evaluation Systems</li> </ul>	C+D+H	Homework – 6
	Lecture(22)	<ul style="list-style-type: none"> <li>Key Issues -1: Business Ethics &amp; Social Responsibility</li> </ul>	B+G+F	Quiz – 6
13	Lecture(23)	<ul style="list-style-type: none"> <li>Key Issues – 2: Environmental Sustainability &amp; Global Challenges</li> </ul>	B+G+F	
	Lecture(24)	<ul style="list-style-type: none"> <li>Exercises on Business Ethics, Social Responsibility &amp; Environmental Issues</li> </ul>	B+G+H	Homework - 7
14	Lecture(25)	<ul style="list-style-type: none"> <li>How to Prepare and Present a Strategic-Management Case Analysis</li> <li>Steps in Presenting a Case Analysis</li> </ul>	B+H+E	Quiz – 7
	Lecture(26)	<ul style="list-style-type: none"> <li>Students' Groups Assignments</li> </ul>	C+D+E+H	Presentations
15	Lecture(27)			
	Lecture (28)	<ul style="list-style-type: none"> <li>Review of Class Major Learning</li> </ul>	C+H+G	
<b>Final Exams. No Classes.</b>				