|  |  |
| --- | --- |
| **College**  | BUSINESS AND ECONOMY |
| **Department** | MANAGERIAL  |
| **Program** | TECHNICAL MANAGEMENT |
| **Course Title** | STRATEGIC MANAGEMEBT  | **Course Number:** |  |
| **Year** | 2023-2024 | **Semester:** | 1 |
| **Prerequisite(s)** | PRINCIPLES OF MANAGEMENT |
| **Instructor** | Dr.Ohoud mazhar |
| **Instructor's e-mail** | Ohoud.mazhar@ptuk.edu.ps |
| **Office Hours** | 10-11- sun- tus-thur |
| **Class Time** | 9-10 | **Class Room:** | D401 |
| **Course description** | This course gives an overview of all essential aspects of business policy and strategic management. The intention is to provide students with strategy insights; reflect on strategic dilemmas; and practice strategy tools to enable students to become strategic thinkers. The course will cover strategy analysis, formulation of strategies at different levels of the organization, and strategy implementation. We will also reflect on the purpose of organizations, their governance, and their role towards shareholders, stakeholders and society in general. |
| **Course Intended Learning Outcomes (CILOs)** | 1. Within the field of strategy there are many contradictory paradigms. Frameworks that fit one firm may be useless for another. In this course, the emphasis is not on filling in frameworks and applying standard recipes. On the contrary, students will be expected to challenge recipes, question received wisdom, and exhibit unconventional thinking. These are objectives set for this course:
2. • Knowledge. To encourage the understanding of the many, often conflicting, schools of thought and to facilitate the gaining of insight into the assumptions, possibilities and limitations of each set of theories and tools;
3. • Skills. To develop the student's ability to think strategically, understand the language of business, craft strategies on paper and verbally in class discussion, critically reflect on existing theories and tools, to creatively combine or develop frameworks and tools and use them where useful;
 |
| **Textbook(s)** | Azhar Kazmi & Adela Kazmi(2020), Strategic ManagementStrategic Management  |
| **Other required material (References):** | SWOT. STRATEGIC LENCES  |
| **Other Resources used (e.g. e-learning, field visits, periodicals, software, etc. )** | Case discussion: I apply a 3-stage approach to learning with cases: 1. students thoroughly prepare the case at home; 2. in class students discuss their analysis in a small group; 3. there is a plenary discussion in class. This will allow students to compare and share ideas and learn from each other. Learning comes not only from understanding new concepts and applying analytical skills. Debating with others will sharpen someone's analytical skills considerably and will help students to communicate their ideas clearly. Some cases may be in the form of documentary films.  |

**Academic Quality Assurance Department**

**Course Syllabus Form**

|  |
| --- |
| **Course Teaching Methods** |
| **Teaching Method** | **CILOs** |
| Readings: In each of the classes the students should come prepared by reading the required materials in advance. The students should be ready to be asked to volunteer to open the discussion, do a short presentation, or answer specific questions regarding the case or other readings.  |  |
| • General standards: o Active participation from students is a condition for the success of the course. o During class time mobile phones and other gadgets should be off and movement (leaving and entering class) should be minimal. o All course assignments will be automatically checked for plagiarism. o Feel free during the semester to e-mail me or approach me if you have any questions on the topics discussed in class, your individual performance, or if you would like to give feedback on the course |  |
|  |  |
|  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Assessment Type** | **Details/Explanation of assessment in relation to CILOs** | **Weight** | **Date(s)** |
| **First Exam**  | MID | 35% | WEEK8-10 |
| **Second Exam**  | ------ |  |  |
| **Quizzes** |  | 10% | 12-13 |
| **Laboratory/Practical**  |  |  |  |
| **Assignments** |  | 10% |  |
| **Project** |  |  |  |
| **Final Exam** |  | 45% |  |
| **Total** |  | 100% |  |

|  |
| --- |
| **Course Intended Learning Outcomes (CILOs)** |
| **CILOs**  | **Mapping to Program ILOs** |
| **On successful completion of the course, students will be able to:** | **a** | **b** | **c** | **d** | **e** | **f** | **g** | **h** | **I** | **j** |
| 1. what strategy is about
 |  | * X
 | X |  |  |  |  |  |  |  |
| 1. Industry Analysis
 |  |  |  |  |  |  |  |  |  |  |
| 1. Resources and Capabilities: Opportunities or Constraints
 | **X** |  |  | X |  |  |  | X |  |  |
| 1. Strategic Implementation,
 | **X** | X |  |  | X |  |  |  |  |  |
| Corporate Strategy |  |  |  | X | X | X | X |  |  | X |

|  |
| --- |
| **Course Weekly Breakdown** |
| **Week** | **Date** | **Topics Covered** | **CILOs** | **Lab Activities** | **Assessment** |
| 1 |  | what strategy is about | • Define the concept of "strategy", and discuss the most common elements of strategy; • Understand the evolution of strategic management thinking over the last four decades; • Understand the central question of strategic management, "How do firms build and sustain competitive advantage?" • Appreciate the importance of strategic thinking | - | COMOREHENCIVE MODLE |
| 2 |  | Introduction to Strategy | Evaluate the value-capturing ability of incumbents in an industry using the industry analysis tools, known as 5-forces model; • Forecast industry profitability from shifts in underlying conditions and forces; • Determine how firms can influence industry structure to their favor; • Become aware of the limits of industry analysis for strategy formulation | - | SWOT |
| 3 |  | Industry Analysis | Understand the basic principles of cost and differentiation strategies including the trade-off between them; • Competitive dynamics (or interactions) of firms in the same industry • Strategy Canvas |  |  |
| 4 |  | Resources and Capabilities: Opportunities or Constraints | Understand the role of resources and capabilities as a basis for formulating strategies; • Recognize how resources and capabilities need to be upgraded or changed for strategy to succeed. • Business Model Canvas |  | Business Model Canvas |
| 5 |  | Strategic Implementation, Renewal and Change | Understand the importance of internal alignment • Learn to leverage temporary opportunities into sustainable advantages. |  | IE |
| 6 |  | Corporate Strategy | Review corporate strategy for a diversified firm and identify the sources of corporate advantage; • Understand the mechanism of how diversification may create value; • Understand how the corporate office in a diversified firm adds value to business divisions; |  | EFE |
| 7 |  | Strategy and Institutional Context | Review corporate strategy for a diversified firm and identify the sources of corporate advantage; • Understand the mechanism of how diversification may create value; • Understand how the corporate office in a diversified firm adds value to business divisions; |  | BCG |
| 8 |  | Strategy and Institutional Context | Understand the cultural, financial, and organizational challenges in acquiring a company and learn how to address them; • What are the challenges in post-merger integration and learn how to address them? |  | GRAND  |
| 9 |  | Corporate Social Responsibility and Ethics | Understand what we mean by corporate social responsibility; • Understand how to make money and do good at the same time; |  | ROMLET |

|  |  |  |  |
| --- | --- | --- | --- |
| **Prepared by:** |  | **Signature**  |  |
| **Head of Department**  |  | **Signature** |  |
| **Date**  |  |