Course Syllabus

MGT – 411: Strategic Management

Semester –I of Academic Year 2013

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Course Description & Objectives

The business world today is considerably different and more complex than it was in the previous years. Both the challenges and opportunities facing organizations of all sizes today are greater than ever. Organizations are required to continuously find better ways to compete in the rapidly changing global business environment. Survival and competition have become a major issues for organisation in the current global scenario. In this context, the course develops the strategic thinking and decision making abilities of students, especially to understand how to apply various strategies in different situations.

Learning Outcomes:

At the end of the course the students will be able to:

• Understand the basic concepts and terminology used in Strategic Management.

• Identify opportunities and threats as well as strengths and weakness in the operating environment of real-world organizations.

• Distinguish between different types and levels of strategy.

• Gain insights into the strategy-making processes, formulation and implementation in different types of organizations

• Understand issues related to strategic competitive advantage in diversified organizations

• Distinguish between strategic management and strategic planning

• Understand the contribution of various functional areas e.g. production, marketing,finance, purchasing and supply management to the overall well-being of the organisation.

• Use the case study approach to the analysis of business problems

The course is designed to help you develop skills and judgment for your business career. The intent is to sharpen your ability to think critically and logically, and to help you learn to diagnose situations from a strategic point of view.

**Textbook:** **Strategic** **Management:** **Concepts** **and** **Cases** **–** **Abdulrahman** **Al-Aali,** **Abbas** **Ali,** **and** **Fred** **David** **(Arab** **World** **Edition)** **–** **Pearson** **Publication**

Assessments

Grades

Attendance & Participation

5%

Quizes

5%

Group Project

10%

First Mid-Term (11 March)

20%

Second Mid-Term (22 April)

20%

Final Exam

40%

Attendance: High Absenteeism will reduce your participation grades. You must attend at least 75% of all classes. Any student failing to attend 75% of the classes will not be able to sit in the Final Examination.

Make-ups: No makeup exams unless a medical excuse is provided from a governmental hospital.

Policy on Academic Integrity: Students who violate University rules on academic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students, and the integrity of the University, policies on academic dishonesty will be strictly enforced.

Taking the words of others or presenting the ideas of others as your own not only prohibits you from learning the skills of academic research, it also violates the University’s Code of Academic Integrity. The University defines academic dishonesty as “cheating of any kind, including misrepresenting one’s own work, taking credit for the work of others without crediting them and without appropriate authorisations, and the fabrication of information.”

Please make yourself familiar with the University’s Code of Academic Integrity. There will be zero tolerance for plagiarism and cheating. Please note that the Code stipulates that you cannot submit work prepared for another course—if you want to re-use research done in previous courses, discuss details with me before you start on the paper. If you are not sure about how to represent another person’s work in an assignment, contact me for advice before submitting. The code specifies that the minimum sanction for plagiarism is an F on the particular assignment; repeated offences carry an F for the class as the minimum penalty.

Course Coverage:

Week 1: Nature of Strategic Management (Chapter 1)

Week 2: The Business Vision and Mission (Chapter 2)

Week 3: External Assessment (Chapter 3)

Week 4: External Assessment (Chapter 3)

Week 5: Internal Assessment (Chapter 4)

Week 6: Internal Assessment (Chapter 4)

Week 7: First Mid-Term 1

Week 8: Competing in the Global Marketplace (Chapter 5)

Week 9: Competing in the Global Marketplace (Chapter 5)

Week 10: Strategies in Action (Chapter 6)

Week 11: Strategy Analysis and Choice (Chapter 7)

Week 12: Implementing Strategies, Management and Operations Issues (Chapter 8)

Week 13: Second Mid-Term

Week 14:Implementing Strategies: Marketing, Finance, Accounting, R&D, and MIS Issues (Chapter 9)

Week 15: Leadership and Culture (Chapter 10)

Week 16: Strategy Review, Evaluation and Control (Chapter 11)

Week 17: Final Exams