

Planning and Quality Assurance Affairs

Form (A)

Course Specifications

General Information

Course name	Strategic Management
Course number	EBUS4333
Faculty	
Department	
Course type	Major Needs
Course level	4
Credit hours (theoretical)	3
Credit hours (practical)	0
Course Prerequisites	

Course Objectives

- 1 - This module aims to teach students the necessary skills and theoretical understanding to enable them to undertake an informed strategic analysis of organizations. Using assistive cognitive technologies
- 2 - • Understand different approaches to organizational strategy and how they have developed over time. • Evaluate the strategic positioning of an organization. • Analyze the key drivers of change impacting an organization. • Analyze the resources and competencies of an organization. • Understand the importance of matters such as organizational culture and the management of stakeholders. • Identify and evaluate strategic options for the future.

Intended Learning Outcomes

Knowledge and Understanding	<ul style="list-style-type: none"> * • Discuss personal views and opinions of the need for developing entrepreneurial values, attitudes, behaviors and skills. * • Identify and describe options for initiating entrepreneurial action in order to address a complex social or economic problem or market need, * • Explain the complex interactions between social and professional skills and behaviors demonstrated by the • entrepreneurial person, * • Identify and assess which leadership strategies are required in diverse situations * • Utilize reflective observation to enhance continuous learning and development * • Discursive writing skills * • Submission of work to deadline
Intellectual Skills	<ul style="list-style-type: none"> * • Apply entrepreneurial leadership styles
Professional Skills	<ul style="list-style-type: none"> * • Display critical thinking skills.
General Skill	<ul style="list-style-type: none"> * • Decision making techniques

Course Contents

1 - • An overview of the development of the field of strategy. • Strategic positioning. • Environmental macro analysis. • Industry analysis. • Resource audit and value-adding analysis. • Organizational culture. • Stakeholder analysis. • Option identification and evaluation. • Strategic and Tactical Business Intelligence

Teaching and Learning Methods

1 - 10 x 2-hour lectures using examples and case studies and 10 x 1-hour seminar

Students Assessment

<u>Assessment Method</u>	<u>TIME</u>	<u>MARKS</u>
Midterm Exam		
Final exam		

Books and References

Essential books Harlow: Pearson Education Limited 2020 Exploring strategy: text and cases