



The University of Jordan

Accreditation & Quality Assurance Center

COURSE Syllabus

1	Course title	StrategicManagemnt
2	Course number	5201405
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	5201101
5	Program title	Bachelor
6	Program code	01
7	Awarding institution	The university of Jordan
8	Faculty	Management and finance
9	Department	business
10	Level of course	3year
11	Year of study and semester (s)	2014/2015
12	Final Qualification	
13	Other department (s) involved in teaching the course	Accounting & insurance and risk management
14	Language of Instruction	Englis
15	Date of production/revision	Annually

16. Course Coordinator:

Office numbers, office hours, phone numbers, and email addresses should be listed.

Mahmoud alnawaiseh
m.alnawaiseh@ju.edu.jo

17. Other instructors:

Office numbers, office hours, phone numbers, and email addresses should be listed.

Mahmoud alnawaiseh
m.alnawaiseh@ju.edu.jo

18. Course Description:

This course focuses on how to deal with the organization in a comprehensive manner to develop its strategies. It includes the recognition and analysis of the external and internal environments. It also includes a comprehensive case analysis to train the student on strategic analysis and strategic decision making.

19. Course aims and outcomes:

A- Aims:

- 1- To introduce the basic concepts and theories of strategic management.
- 2- To teach the student how to apply these concepts in case analysis in an attempt to translate the theoretical knowledge into real life applications.
- 3- To develop and improve the skills needed for strategy analysis formulation and implementation

Specific Objectives: After completing this course the student should be able to:

1. Provide an overview of today's business environment as well as the fundamental of electronic commerce and electronic markets and their mechanisms.
2. Understand the electronic models and applications
3. Understand the fundamental requirement for initiating an online business

B- Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to ...

Intended Learning Outcomes (ILOs):

Successful completion of the course should lead to the following outcomes:

1- knowledge and understanding

- Be able to communicate the meaning and importance of strategic management.
- Be able to properly use the strategic management vocabulary.
- Be able to explain the various components of strategic planning and strategic management processes

B. Intellectual Analytical and Cognitive Skills: Student is expected to

- Conduct strategic analysis (SWOT) for the internal and external environments.
- Identify the various strategic options available to the organization.
- Apply reasoning and critical thinking for future strategy

development and formulation.

- Reallocate resources to meet the challenges of the new strategies.
- Follow up the activities needed for the implementation of the various strategic decisions

Subject Specific Skills

- Use appropriate tools in strategic analysis.
- Apply the concepts and techniques as the situation demands.
- Develop team work skills.
- Prepare and deliver coherent oral and well-structured written technical report on strategic topics of choice.

Translatable Skills

- Display comprehensive and integrated approach for strategic analysis.
- Display commitment and strictly abide by course requirement.
- Display competence and professionalism in handling strategic issues successfully.

20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Introduction to Strategic Management	1+2			Short exams, assignment, case study	Required text
Corporate Governance	3+4			Short exams, assignment, case study	Required text
Ethics and Social Responsibility	5+6			Short exams, assignment, case study	Required text
Environmental Scanning	7+8			Short exams, assignment, case study	Required text
Internal Scanning (organizational Analysis)	9			Short exams, assignment, case study	Required text

Midterm Strategy Formulation: Situation Analysis	10+			Short exams, assignment, case study	Required text
Strategy Formulation: Corporate Strategy	11			Short exams, assignment, case Study	Required text
Functional Strategy & Strategic Choice	12			Short exams, assignment, case Study	Required text
Strategy Implementation	13			Short exams, assignment, case Study	Required text
Case analysis & Presentation General Review	14+15			Short exams, assignment, case Study	Required text
Final exam	16			Short exams, assignment, case Study	Required text

21. Teaching Methods and Assignments:

Development of ILOs is promoted through the following teaching and learning methods:
Learning methodology

Lectures, and group discussions
Projects and assignment , assignment and homework related the topics

22. Evaluation Methods and Course Requirements:

Mid-term Examination	30
Participation	5
Homework	10
Short Exam	5
Final Examination	50

23. Course Policies:

A- Attendance policies: according to Jordanian university rules

B- Absences from exams and handing in assignments on time: according to Jordanian university rules

C- Health and safety procedures: according to Jordanian university rules

D- Honesty policy regarding cheating, plagiarism, misbehavior: according to Jordanian university rules

E- Grading policy: according to Jordanian university rules

F- Available university services that support achievement in the course: according to Jordanian university rules

24. Required equipment:**25. References:****Main Reference/s:**

Turban, E., Thomas L. Wheelen & David J, Hunger. Strategic Management and Business Policy, Latest Edition, New Jersey, Prentice Hall International Inc.

A- Recommended books, materials, and media:

26. Additional information:

Name of Course Coordinator: -----Signature: ----- Date: -----

Head of curriculum committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----

Dean: -----Signature: -----

Copy to:

Head of Department
Assistant Dean for Quality Assurance
Course File