

College of Business Administration
MGT 411 Strategic Management
Course Syllabus
Semester I, 1437/1438h

Instructor	AMANI BANI AL-KAHTANI
Section – Class Hours – Classroom	29499 (9 - 10) (Bldg#3, the ground floor, G 11) 27315 (11 – 12) (Bldg#3, the first floor, A 39)
Office Hours	SUN 8 – 9 / 12-1 TUE 8–9 / 12-1 THU 8–9 / 12-1
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Course Description & Objectives:

This course aims to provide students with the knowledge and the skills needed to develop the strategic thinking . Upon completion of this course students will learn how to conduct various analysis (EX.SWAT Analysis) and develop a strategic Plan, and 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 organization.
- ✓ 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.

Resources:

1. Text book

Strategic Management: Concepts and Cases, Arab World Edition, by David, Ali, and Al-Aali (Pearson)

2. Recommended Websites:

- 1) Strategic Management Club Online (www.strategyclub.com)
- 2) Prentice Hall (www.pearsoned.co.uk/awe/david)
- 3) King Saud university digital library

Commitment to Ethical Behavior:

It is understood that each student will be committed to ethical behavior in the course. It is unethical to:

- ✓ Ask the professor to raise your grades unjustifiably
- ✓ Ask the professor to use a certain type of questions in the examination and leave another type.
- ✓ Ask the professor to grant you a special benefit or status, or override class rules for your sake.

Ask the professor to change course requirements or reassign grades among various course requirements

Evaluation and Grade Weights:

Activity	Grade	Description
First Mid-Term	20%	Date: TUESDAY 8-2-1438 / 8-11-2016
Second Mid-Term	20%	Date: TUESDAY 14-3-1438 / 13-12-2016
Project	15%	
Case Studies	5%	
Final	40%	
Sum	100%	

Attendance and participation:

Attendance, attitude, and preparation are important. Students are expected to be willing to study and learn, being ready to answer questions when called upon, volunteering answer to questions or asking questions, and actively listening to the instructor and other class members.

*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.

Case study:

The end of every chapter Students will read a case study in class and will answer all the attached questions.
The case study depends on the work team and discussion in the class
, No make-ups will be available for any case study

Make Up Exams

No makeup exams unless a medical excuse is provided from a governmental hospital.

***Make up Exams will be held on TUESDAY 21-3-1438 / 20-12-2016 covered all the chapters discussed in this semester**

Email Communication

- *Students are to maintain professionalism in all communication with course instructors, especially in email.
- * All communication must use KSU email (<http://student.ksu.edu.sa/>). Messages from personal email accounts will receive no response from instructors.
- * All communication must be course-related.

Mobiles.

Your mobile should be turned off before you come into the classroom and it should be inside your bag. No mobiles are allowed to be seen anywhere near you.

Abaya:

You should take off your abaya into the classroom.

Topics:

Week	Lecture topic and selected In-Class Exercises	Chapter
1	Registration Week	
1	Course introduction and overview	
2	Nature of Strategic Management	1
3	Nature of Strategic Management	1
4	The Business Vision and Mission	2
5	External Assessment	3
6	External Assessment	3
7	Internal Assessment	4
8	Internal Assessment	4
9	Strategies in Action	6
10	Strategy Analysis and Choice	7
11	Implementing Strategies, Management and Operations Issues	8
12	Implementing Strategies: Marketing, Finance, Accounting, R&D, and MIS Issues	9
13	Strategy Review, Evaluation and Control	11
	FINAL EXAM	