

## Course Syllabus

1	<b>Course title</b>	Strategic Management	
2	<b>Course number</b>	1601405	
3	<b>Credit hours</b>	3	
	<b>Contact hours (theory, practical)</b>	3	
4	<b>Prerequisites/corequisites</b>	None	
5	<b>Program title</b>	Bachelor of Arts (BA) in Business Administration	
6	<b>Program code</b>		
7	<b>Awarding institution</b>	The University of Jordan	
8	<b>School</b>	Business school	
9	<b>Department</b>	Business Management	
10	<b>Course level</b>	Undergraduate/ Fourth Year	
11	<b>Year of study and semester (s)</b>	2023-2024 (1 <sup>st</sup> semester)	
12	<b>Other department (s) involved in teaching the course</b>	None	
13	<b>Main teaching language</b>	English	
14	<b>Delivery method</b>	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online	
15	<b>Online platforms(s)</b>	<input type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....	
16	<b>Issuing/Revision Date</b>	15/October/2023	

### 17 Course Coordinator:

Name: **Dr. Ahmad Obeidat**

Contact hours:

Office number:

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### 18 Other instructors: None

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

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### 19 Course Description:

As stated in the approved study plan.

This is an undergraduate-level course that aims at providing students with the opportunity to appreciate the importance of managing an organization strategically, through examining both: the external opportunities and threats facing it, as well as the internal strengths and weaknesses shaping its capabilities and competencies. It equips students with the practical skills needed to conduct a comprehensive SWOT and Situation analysis, synthesize the outcomes of such an analysis by generating feasible strategies through a TOWS matrix, and evaluate existing ones. It also provides a thorough discussion of corporate, business, and functional strategies and their subtypes. The course concludes with practical managerial issues related to strategy implementation and control.

## 20 Course aims and outcomes:

A- Aims:

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

SLOs SLOs of the course	SLO (1)	SLO (2)	SLO (3)	SLO (4)	5	SLO (6)	SLO (7)	SLO (8)	SLO (9)
1 Understand the meaning and importance of Strategic Management.	x								
2 Understand in depth the main concepts and phases of the strategic management process	x					x			
3 Conduct a rigorous and comprehensive analysis of the external and internal business environments affecting organizations.	x	x	x			x		x	x
4 Integrate the outcomes of environmental analysis to generate alternative strategies for the organization.	x	x	x			x		x	x
5 Identify the various strategic options available to	x		x						

the organization										
6 Distinguish between corporate, business, and functional strategies and their components.	x		x							
7 Comprehend the various issues related to strategy implementation and control.	x	x	x							

## 21. Topic Outline and Schedule:

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
1	1.1	Ch. 1: Defining the concept and model of Strategic Management and discussing the benefits and stages of the strategic management process.	1+2+6	Face-to-face	University + Microsoft Teams	Synchronous	-Follow-up questions - Mid-Term Exam	Required Textbook Reference, PowerPoint Slides
	1.2	Ch. 1: Defining the concept and model of Strategic Management and discussing the benefits and stages of the strategic management process.	1+2+6	Face-to-face	University + Microsoft Teams	Synchronous	-Follow-up questions - Mid-Term Exam	Required Textbook Reference, PowerPoint Slides
	1.3	Ch. 1: Defining the concept and model of Strategic Management and discussing the benefits and stages of the strategic management process.	1+2+6	Face-to-face	University + Microsoft Teams	Synchronous	-Follow-up questions - Mid-Term Exam	Required Textbook Reference, PowerPoint Slides

2	2.1	Ch. 1: Defining the concept and model of Strategic Management and discussing the benefits and stages of the strategic management process.	1+2+6	Face-to-face	University + Microsoft Teams	Synchronous	-Follow-up questions - Mid-Term Exam	Required Textbook Reference, PowerPoint Slides
	2.2	Ch. 1: Theories of organizational adaptation, the activities of learning organizations, the basic model of strategic management and the strategic decision-making process.	1+2+6	Face-to-face	University + Microsoft Teams	Synchronous	-Follow-up questions - Mid-Term Exam	Required Textbook Reference, PowerPoint Slides
	2.3	Ch. 1: Theories of organizational adaptation, the activities of learning organizations, the basic model of strategic management and the strategic decision-making process.	1+2+6	Face-to-face	University + Microsoft Teams	Synchronous	-Follow-up questions - Mid-Term Exam	Required Textbook Reference, PowerPoint Slides
3	3.1	Ch. 1: Theories of organizational adaptation, the activities of learning organizations, the basic model of strategic management and the strategic decision-making process.	1+2+6	Face-to-face	University + Microsoft Teams	Synchronous	-Follow-up questions - Mid-Term Exam	Required Textbook Reference, PowerPoint Slides
	3.2	Ch. 4: External environmental types, STEEP/PESTEL Analysis, Industry Analysis, Categories of international industries, strategic groups, key success factors and constructing an EFAS table.	3	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Mid-Term Exam	Required Textbook Reference, PowerPoint Slides
	3.3	Ch. 4: External environmental types, STEEP/PESTEL Analysis, Industry Analysis, Categories of international industries, strategic groups, key success	3	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Mid-Term Exam	Required Textbook Reference, PowerPoint Slides

		factors and constructing an EFAS table.						
4	4.1	Ch. 4: External environmental types, STEEP/PESTEL Analysis, Industry Analysis, Categories of international industries, strategic groups, key success factors and constructing an EFAS table.	3	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Mid-Term Exam	Required Textbook Reference, PowerPoint Slides
	4.2	Ch. 4: External environmental types, STEEP/PESTEL Analysis, Industry Analysis, Categories of international industries, strategic groups, key success factors and constructing an EFAS table.	3	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Mid-Term Exam	Required Textbook Reference, PowerPoint Slides
	4.3	Ch. 4: External environmental types, STEEP/PESTEL Analysis, Industry Analysis, Categories of international industries, strategic groups, key success factors and constructing an EFAS table.	3	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Mid-Term Exam	Required Textbook Reference, PowerPoint Slides
5	5.1	Ch. 5: Organizational Analysis and the resource-based view of the firm, the VRIO framework to determine distinctive competencies, business models, value chain analysis, functional strategic issues, IFAS Table.	3	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Mid-Term Exam	Required Textbook Reference, PowerPoint Slides
	5.2	Ch. 5: Organizational Analysis and the resource-based view of the firm, the VRIO framework to determine distinctive competencies, business models, value chain analysis,	3	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Mid-Term Exam	Required Textbook Reference, PowerPoint Slides

		functional strategic issues, IFAS Table.						
	5.3	Ch. 5: Organizational Analysis and the resource-based view of the firm, the VRIO framework to determine distinctive competencies, business models, value chain analysis, functional strategic issues, IFAS Table.	3	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Mid-Term Exam	Required Textbook Reference, PowerPoint Slides
	6.1	Ch. 5: Organizational Analysis and the resource-based view of the firm, the VRIO framework to determine distinctive competencies, business models, value chain analysis, functional strategic issues, IFAS Table.	3	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Mid-Term Exam	Required Textbook Reference, PowerPoint Slides
6	6.2	Ch. 5: Organizational Analysis and the resource-based view of the firm, the VRIO framework to determine distinctive competencies, business models, value chain analysis, functional strategic issues, IFAS Table.	3	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Mid-Term Exam	Required Textbook Reference, PowerPoint Slides
	6.3	Ch. 6: Situation analysis, using EFAS and IFAS tables to construct SFAS Matrix, generating alternative strategies using the TOWS matrix, business strategy and its types: competitive and cooperative.	4+5	Face-to-face	University + Microsoft Teams	Synchronous	- Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides
7	7.1	Ch. 6: Situation analysis, using EFAS and IFAS tables to construct SFAS Matrix, generating alternative strategies using the TOWS matrix, business strategy and its types:	4+5	Face-to-face	University + Microsoft Teams	Synchronous	- Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides

		competitive and cooperative.						
	7.2	Ch. 6: Situation analysis, using EFAS and IFAS tables to construct SFAS Matrix, generating alternative strategies using the TOWS matrix, business strategy and its types: competitive and cooperative.	4+5	Face-to-face	University + Microsoft Teams	Synchronous	-Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides
	7.3	Ch. 6: Situation analysis, using EFAS and IFAS tables to construct SFAS Matrix, generating alternative strategies using the TOWS matrix, business strategy and its types: competitive and cooperative.	4+5	Face-to-face	University + Microsoft Teams	Synchronous	-Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides
8	8.1	Ch. 7: Explaining the three key issues that corporate strategy addresses, applying the directional strategies of growth, stability and retrenchment to the organisational environment, applying portfolio analysis to guide decisions for a multiple-business corporation, developing a parenting strategy.	5+6	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides
	8.2	Ch. 7: Explaining the three key issues that corporate strategy addresses, applying the directional strategies of growth, stability and retrenchment to the organisational environment, applying portfolio analysis to guide decisions for a multiple-business corporation,	5+6	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides



		developing a parenting strategy.						
	8.3	Ch. 7: Explaining the three key issues that corporate strategy addresses, applying the directional strategies of growth, stability and retrenchment to the organisational environment, applying portfolio analysis to guide decisions for a multiple-business corporation, developing a parenting strategy.	5+6	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides
	9.1	Ch. 7: Explaining the three key issues that corporate strategy addresses, applying the directional strategies of growth, stability and retrenchment to the organisational environment, applying portfolio analysis to guide decisions for a multiple-business corporation, developing a parenting strategy.	5+6	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides
9	9.2	Ch. 7: Explaining the three key issues that corporate strategy addresses, applying the directional strategies of growth, stability and retrenchment to the organisational environment, applying portfolio analysis to guide decisions for a multiple-business corporation, developing a parenting strategy.	5+6	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides
	9.3	Ch. 7: Explaining the three key issues that corporate strategy addresses, applying the directional	5+6	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Final Exam	Required Textbook Reference,

		strategies of growth, stability and retrenchment to the organisational environment, applying portfolio analysis to guide decisions for a multiple-business corporation, developing a parenting strategy.						PowerPoint Slides
10	10.1	Ch. 7: Explaining the three key issues that corporate strategy addresses, applying the directional strategies of growth, stability and retrenchment to the organisational environment, applying portfolio analysis to guide decisions for a multiple-business corporation, developing a parenting strategy.	5+6	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides
	10.2	Ch. 8: Discussing the impact of various types of functional strategies on the achievement of organisational goals, explaining which activities are appropriate to outsource, listing and explaining which strategies to avoid, and constructing corporate scenarios	6	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides
	10.3	Ch. 8: Discussing the impact of various types of functional strategies on the achievement of organisational goals, explaining which activities are appropriate to outsource, listing and explaining which strategies to avoid, and constructing corporate scenarios	6	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides

11	11.1	Ch. 8: Discussing the impact of various types of functional strategies on the achievement of organisational goals, explaining which activities are appropriate to outsource, listing and explaining which strategies to avoid, and constructing corporate scenarios	6	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides
	11.2	Ch. 9: Describing the means of entry by which an organisation can do business in another country, explaining the elements of international strategic alliances, discussing the stages of international development, and discussing the issues related to measuring organisational performance.	6	Face-to-face	University + Microsoft Teams	Synchronous		Required Textbook Reference, PowerPoint Slides
	11.3	Ch. 9: Describing the means of entry by which an organisation can do business in another country, explaining the elements of international strategic alliances, discussing the stages of international development, and discussing the issues related to measuring organisational performance.	6	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides
12	12.1	Ch. 9: Describing the means of entry by which an organisation can do business in another country, explaining the elements of international strategic alliances, discussing the stages of international development, and	6	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides

		discussing the issues related to measuring organisational performance.						
	12.2	Ch. 10: Describing the major issues that impact successful strategy implementation, explaining how programs, budgets and procedures would be developed, listing the stages of corporate development and the structure that characterizes each stage.	7	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides
	12.3	Ch. 10: Describing the major issues that impact successful strategy implementation, explaining how programs, budgets and procedures would be developed, listing the stages of corporate development and the structure that characterizes each stage.	7	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides
13	13.1	Ch. 10: Describing the major issues that impact successful strategy implementation, explaining how programs, budgets and procedures would be developed, listing the stages of corporate development and the structure that characterizes each stage.	7	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides
	13.2	Ch. 10: Describing the major issues that impact successful strategy implementation, explaining how programs, budgets and procedures would be developed,	7	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides

		listing the stages of corporate development and the structure that characterizes each stage.						
	13.3	Ch. 2: Corporate Governance and the Agency Theory	7	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides
14	14.1	Ch. 2: Corporate Governance and the Agency Theory	7	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides
	14.2	Ch. 3: Social Responsibility and Business Ethics	7	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides
	14.3	Ch. 3: Social Responsibility and Business Ethics	7	Face-to-face	University + Microsoft Teams	Synchronous	Follow-up questions - Final Exam	Required Textbook Reference, PowerPoint Slides
15	15.1	“Environmental Analysis and Strategy Formulation” Project Discussion	3, 4, 5	Face-to-face	University + Microsoft Teams	Synchronous	Presentation and Discussion	Required Textbook Reference, PowerPoint Slides, Respective Case Organization’s Annual Report
	15.2	“Environmental Analysis and Strategy Formulation” Project Discussion	3, 4, 5	Face-to-face	University + Microsoft Teams	Synchronous	Presentation and Discussion	Required Textbook Reference, PowerPoint Slides, Respective Case Organization’s Annual Report
	15.3	“Environmental Analysis and Strategy Formulation” Project Discussion	3, 4, 5	Face-to-face	University + Microsoft Teams	Synchronous	Presentation and Discussion	Required Textbook Reference, PowerPoint Slides, Respective Case Organization’s Annual Report

## 22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Mid-Term Exam	30%	Ch. 1, Ch. 4, Ch. 5	1+2 +3	Midterm exams period as noted in the university academic calendar	In-Campus
Coursework (Quiz(zes) and/or assignment)	10%	Any topic covered in the course	3+4+5	TBC	In-Campus
Participation	10%	All Topics	1+2+5+6 +7	Ongoing	In-Campus
Final Exam	50%	All Topics	All CLOs are included	Final exams period as noted in the university academic calendar	In-Campus

## 23 Course Requirements

Students should have a computer/smartphone, internet connection, and an account on Microsoft Teams.

## 24 Course Policies:

### A- Attendance policies:

Students are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules.

### B- Absences from exams and submitting assignments on time:

Assignments should be submitted on time. Make up exams will be held for those students having permission from the deputy dean for students' affairs.

### C- Health and safety procedures:



- D- Honesty policy regarding cheating, plagiarism, misbehavior:  
Cheating and plagiarism will be dealt with according to the university disciplinary rules.
- E- Grading policy:
- F- Available university services that support achievement in the course:

## 25 References:

A- Required book(s), assigned reading and audio-visuals:

**Wheelen, Thomas L., Hunger, J. David, Hoffman, Alan N., Bamford, Charles E. (2015) Strategic Management and Business Policy: Toward Global Sustainability. 14<sup>th</sup> Edition. New Jersey: Pearson Education, Inc.**

B- Recommended books, materials, and media:

1. Johnson, G., Whittington, R., Scholes, K., Angwin, D., Regner, P. (2014) Exploring Strategy: Text and Cases. Tenth Edition. New York: Pearson Education, Inc.
2. Grant, R. M. (2016) Contemporary Strategy Analysis: Text and Cases. 9<sup>th</sup> Edition. John Wiley & Sons, Inc.
3. David, F. R. (2017) Strategic Management: Concepts and Cases. 16<sup>th</sup> Edition. New York: Pearson Education, Inc.

## 26 Additional information:

Name of Course Coordinator: Dr. Ahmad Obeidat	Signature: Dr. Ahmad Obeidat	Date: 15/10/2023
Head of Curriculum Committee/Department: -----	Signature: -----	
Head of Department: -----	Signature: -----	
Head of Curriculum Committee/Faculty: -----	Signature: -----	
Dean: -----	Signature: -----	