

2.3.2 Basic information of each course/module (Provide information where applicable in Table 3.)

Table 3: Summary of information on each course/module

1.	Name of Course/Module: Strategic Management					
2.	Course Code: BBA 3254					
3.	Name(s) of academic staff:					
4.	<p>Rationale:</p> <p>The Strategic Management Course focuses on identifying and understanding the sources of superior firm performance. This course introduces theoretical concepts and frameworks useful for analysing the external and internal environment of the firm, and guiding the formulation and execution of different types of strategies. Strategic issues are examined from the perspective of a chief executive or general manager, focusing on how he / she can formulate effective strategies and develop the necessary resources and capabilities to achieve sustainable competitive advantage in a global and volatile competitive environment.</p>					
5.	Semester and Year offered: Semester 5 Year 3					
6.	Total Student Learning Time (SLT)	Face to Face				Total Guided and Independent Learning
	L = Lecture T = Tutorial P = Practical O = Others	L	T	P	O	55 + 105 = 160
		31	19	5	-	
7.	Credit Value: 4 credit hours					
8.	Prerequisite (if any): None					
9.	<p>Objectives:</p> <p>The objectives of this course are :</p> <ul style="list-style-type: none"> To expose students the importance of strategic management of business organizations, the organizations' strengths and weaknesses and their impact upon organizational dynamics To educate students the nature and dynamics of the competitive environment in which business organizations operate 					
10.	<p>Learning outcomes:</p> <p>At the end of the semester the students will be able to:</p> <ul style="list-style-type: none"> Demonstrate an understanding of the importance of strategic management of business organizations, the organizations' strengths and weaknesses and their impact upon organizational dynamics Demonstrate an understanding of the nature and dynamics of the competitive environment in which business organizations operate. 					
11.	<p>Transferable Skills:</p> <p>The transferable skills are idea generation skills, business creativity and innovation skills, effective group work, leadership skills, and creative problem-solving skills.</p>					
12.	<p>Teaching-learning and assessment strategy</p> <p>Class Participation, Assignments, Team Work and Presentation.</p>					

13.	<p>Synopsis: Strategic management examines the development and implementation of strategies in organizations. The paper introduces frameworks and techniques that support the strategic management process.</p>																			
14.	Mode of Delivery: Lectures/Tutorial/Practical /Class Activities																			
15.	<p>Assessment Methods and Types:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Class Participation</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Continuous Assessment, Assignments and Tests</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Workshops, Project Paper and Presentation</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Final examination</td> <td style="text-align: right;">40%</td> </tr> <tr> <td></td> <td style="text-align: right;">-----</td> </tr> <tr> <td>Total</td> <td style="text-align: right;">100%</td> </tr> </table>								Class Participation	10%	Continuous Assessment, Assignments and Tests	20%	Workshops, Project Paper and Presentation	30%	Final examination	40%		-----	Total	100%
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Total	100%																			
16.	Mapping of the course/module to the Programme Aims See attached CO-POs matrix.																			
17.	Mapping of the course/module to the Programme Learning Outcomes: See attached CO-POs matrix.																			
18.	Content outline of the course/module and the SLT per topic:																			
		Delivery				GL	NGL	SLT												
	Topics	L	T	P	O	Hour	Hour													
	<p>1. Introduction to Strategic Management</p> <ul style="list-style-type: none"> • the role of strategic management in modern organizations and assess its importance. • key elements in the process of strategic management planning • major patterns and drivers of strategy development within organizations • application and development of corporate strategy in different types of organizations 	3	1	-	-	4	8	12												

<p>2. Strategic Analysis (External environment)</p> <ul style="list-style-type: none"> • importance and scope of analysis in corporate planning • range and influence of external factors in strategic management and identify key environmental drivers • competitor and market analysis • use of appropriate tools in the analysis of the external environment. 	3	2	1	-	6	11	17
<p>3. Strategic Analysis (Internal Environment)</p> <ul style="list-style-type: none"> • the concepts of resources, competences and strategic capability and discuss their interrelationship • appropriate tools and techniques for conducting an internal appraisal. 	3	2	1	-	6	11	17
<p>4. Strategic Development and the Bases of Strategic Choice</p> <ul style="list-style-type: none"> • nature and scope of strategic development • three bases of strategic choice • suitable techniques to elucidate strategic options within each of the three bases. 	3	2	1	-	6	11	17
<p>5. Strategic Direction and Methods of Development</p> <ul style="list-style-type: none"> • the range of possibilities for strategic direction. • the range of methods available for strategy development. • appropriate techniques to elucidate potential strategic directions. 	3	2	-	-	5	10	15
<p>6. Strategy Evaluation and Selection</p> <ul style="list-style-type: none"> • criteria in evaluating strategies • appropriate techniques in evaluating alternatives strategies • approaches to the process of selection 	3	2	1	-	6	11	17

	<p>7. Implementation and Control of Organizations and Resources</p> <ul style="list-style-type: none"> • organizational design and structure in strategy implementation • impact of alternative organizational structures on strategy implementation • advantages and limitations of centralized or decentralized structures in respect of strategic planning and control • ways in which resource allocation is central to strategic implementation • role of resource plans in implementation and control and explain the processes involved • value to the organization of information as a resource and assess the potential role of information systems in improving strategic development and implementation. 	3	2	-	-	5	10	15
	<p>8. Managing Strategic Change and issues and development in Modern Corporate Strategy</p> <ul style="list-style-type: none"> • types of change arising from strategic decisions • key levers in the change process • issues which need to be managed in achieving effective change • change agents and explain the role of internal and external stakeholders in implementing change 	3	2	1	-	6	11	17

	9. Managing Strategic Change and issues and development in Modern Corporate Strategy <ul style="list-style-type: none"> implications of international trade and globalization for strategic planning and implementation issues raised by concepts of social responsibility and business ethics and discuss their impact on corporate strategy impact of environmental concerns on strategic planning and implementation. 	3	2	-	-	5	10	15
	10. Revision	4	2	-	-	6	12	18
	TOTAL STUDENT LEARNING TIME (SLT)	31	19	5	-	55	105	160
18.	Main references supporting the course: <ul style="list-style-type: none"> Johnson G., Scholes, K., and Whittington , <i>Exploring corporate Strategy</i> , Prentice Hall , 7th Edition , 2005. Charles Hill and Gareth Jones , <i>Strategic Management: An Integrated Approach</i> , South-Western College Pub , 8th Edition , 2007 . Other References: <ul style="list-style-type: none"> ABE Advanced Diploma in Business Administration Study Manual – Corporate Strategy. Thompson, A.A.& Strickland, A.J. , <i>Strategic Management</i> , McGraw Hill , 12th Edition , 2001. Dess G, Lumpkin G and Eisner A , <i>Strategic Management</i> , McGraw Hill , 3rd Edition , 2005. 							
19.	Other additional information: Nil							