

# Course Description Template: Strategic Management

<b>1. Course Name:</b>	
<b>Strategic Management</b>	
<b>2. Course Code:</b>	
<b>WBA-31-01</b>	
<b>3. Semester/Year:</b>	
<b>The first course</b>	
<b>4. Date of preparation of this description:</b>	
<b>1/10/2024</b>	
<b>5. Available Forms of Attendance:</b>	
<b>Came</b>	
<b>6. Number of Hours (Total) / Number of Units (Total):</b>	
<b>3 Hours / 3 Units</b>	
<b>7. Course Administrator Name</b>	
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<b>8. Course Objectives</b>	
<ul style="list-style-type: none"> <li>✓ Introducing the student to the basic concepts of strategic management and its importance in achieving the competitive advantage of organizations.</li> <li>✓ Providing the student with the ability to analyze the external environment of the organization (opportunities and threats) and the internal environment (strengths and weaknesses).</li> <li>✓ Enable the student to understand how to formulate the vision, mission, and strategic goals of the organization.</li> <li>✓ Train the student to use strategic analysis tools to formulate strategies at the organization and business unit level.</li> <li>✓ Introduce the student to the requirements of implementing the strategy and monitor it to ensure the achievement of the desired goals.</li> </ul>	<p><b>Course Objectives</b></p>

## 9. Teaching and Learning Strategies

- ✓ Theoretical lectures to explain strategic concepts and models.
- ✓ Analyze case studies of real-world companies to understand how strategies are applied.
- ✓ Classroom discussions and brainstorming to develop critical thinking skills.
- ✓ Prepare applied research and reports (e.g., SWOT analysis for a specific organization).
- ✓ Linking theoretical concepts with learning methods.

**Strategy**

## 10. Course Structure

Evaluation Method	Learning Method	Name of Unit or Topic	Required Learning Outcomes	Hours	Week
Oral questions	Lecture + Discussion	<b>Chapter One:</b> Basic Concepts in Strategic Management.	Understand the nature and importance of strategic management.	6	<b>1-2</b>
Classroom Participation	Lecture + Workshop	<b>Chapter Two:</b> Formulating the Vision, Mission and Strategic Objectives.	Ability to formulate the vision, mission, and goals of the organization.	3	<b>3</b>
Short Test	Lecture + Case Study	<b>Chapter Three:</b> Analysis of the External Environment (PESTEL, Porter's Five Forces).	Analyze the organization's external environment and identify opportunities and threats.	6	<b>4-5</b>
duty	Lecture + Practical Training	<b>Chapter Four:</b> Internal Environment Analysis (VRIO, SWOT).	Analyze the internal environment and identify strengths and weaknesses.	6	<b>6-7</b>
Exam score	Written exam	<b>Midterm Exam (First).</b>	Assess the student's understanding of the fundamentals of strategic analysis.	3	<b>8</b>
Classroom Participation	Lecture + Examples	<b>Chapter Five:</b> Formulating Strategy at the Business Unit Level (Competition Strategies).	Understand how to formulate competitive strategies.	6	<b>9-10</b>
duty	Lecture + Discussion	<b>Chapter Six:</b> Formulating the Organization-Wide Strategy (Growth and Diversification	Understand how to formulate strategies at the organization level.	6	<b>11-12</b>

		Strategies).			
Short Test	Lecture + Case Study	<b>Chapter Seven:</b> Implementation of the Strategy.	Identify the requirements for transforming the strategy into a practical reality.	3	<b>13</b>
Oral questions	Lecture + Discussion	<b>Chapter Eight:</b> Strategic Control and Evaluation.	Understand how to measure performance and ensure that goals are achieved.	3	<b>14</b>
Final exam	Writing / Attendance	<b>Final exam.</b>	A comprehensive assessment of the student's understanding of the strategic management methodology.	3	<b>15</b>

### 11. Course Evaluation

**Distribute the score out of 100** according to the tasks assigned to the student, such as daily preparation, daily, oral, monthly, and written exams, and reports..... etc

- A. Daily, Surprise and Oral Exams: 10
- B. Student Activities (Reports, Research, Participation): 10 marks
- c. Monthly exam (two months): 30 marks
- d. Final Exam: 50

**Total = 100 Marks**

### 12. Learning and Teaching Resources

1. Strategic Management: Concepts, Processes and Case Studies - by Dr. Zakaria Mutlak Al-Douri.
2. "Strategic Management: Concepts and Cases" by Fred R. David.

#### Required Textbooks