The Hashemite University *Strategic Management (1802031405)*
Faculty of E. & Adm. Sciences *Instructor: Dr. Amer Al shishany*
Dept. of Business Administration *E-mail: amershishani@yahoo.com*
First Term 2018/2019 *Office Hours: 10-11*

Course Description:

This course is designed to provide a more comprehensive understanding of the Business Corporation Strategies by integrating the functional areas of business (Marketing, Accounting, Finance, POM, MIS). Furthermore, the course will provide a holistic orientation to this emerging and developing field of study.

General Aim and Rational:

This course presents and the concepts, theories and practices that useful in understanding the strategic management process. This will achieved by:

- Understand the development of this field.
- Bridge the gape between strategic management theories and practices.
- Develop student conceptual skills and integrate previously learned aspects of corporations.
- Improve the research capabilities needed to gather and interpret key environmental data inside and outside the corporation.
- Develop an understanding of the roles and responsibilities of the board of directors, CEO's, and other key managers in strategic management positions.
- Develop and refine analytical and decision making skills to deal with complex and conceptual problems.

Specific objectives:

On completion of this course, students should be able to:

1-Demonstrate an understanding of the basic principles and concepts of strategic management.
2- Be able to apply these principles and concepts in business situations.
3- Describe the nature of the interface between strategic management and other functions within an organisation.
4- Develop a strategic plan appropriate to the needs of a company or organisation, and evaluate the plan after it has been executed.

Content:

The course has been designed to provide students with an understanding of the strategic management concept and its application in modern organisations. Specifically, the course will cover the following topic areas:

- An introduction to strategic management and business policy.
- Scanning the environment.
- Strategy formulation
- Strategy implementation and control.
- Introduction to case analysis.

Lectures Timetable:

Week	*Topic(s)*	*Reading*
1+2	Basic Concepts in Strategic Management	Ch.1
3+4	Environmental Scanning and Industry Analysis	Ch.4
	First Exam	
5+6	Internal Scanning: Organizational Analysis	Ch.5
7+8	Strategy Formulation: Situation Analysis and Business Strategy	Ch.6
9+10	Strategy Formulation: Corporate Strategy	Ch.7
	Second Exam	
11+12	Strategy Formulation: Functional Strategy and Strategic Choice	Ch.8
13+14	Strategy Implementation: Organizing for Action	Ch.9
15+16	Evaluation and Control	Ch.11

Assessments

First Exam	**20%**
Second Exam	**20%**
Class participation	**10%**
Research Assignment	**10%**
Final Exam	**40%**
Total	**100%**

Recommended Textbook:

Wheelen, Th. L. and Hunger, J. D. , Hoffman and Bamford (2015), ***Strategic Management and Business Policy***, 14th Ed. Prentice-Hall.