



Future Academy
Higher Future Institute for Specialized Technological Studies

Course Specification

1- Course information:

Course Code:	318
Course Title:	Strategic Management
Year/level	3rd
Academic Programs	Business Administration Program (B.Sc.)
Contact hours/ week	Theoretical 3 hrs. / Tutorial 2 hrs. = Total 5 hrs.

2- Course aims:

This course aims to provide students with This course presents the modern concepts for the strategic management ,the stages and the steps that should be followed in preparing and designing the institution strategy ,the functional sub-strategy such as the strategy of production, investments , finance, marketing , and human resources, this course importance is derived from concentrating on one of the contemporary aspects of the organization and the management which adapt the strategic thinking in dealing with the challenges of 21 century , this course aims to develop the student knowledge with the theories of the strategic management in business and governmental organizations , and developing the special skills in designing the organization strategy through the environmental analysis and determine the vision .mission ,strategic objectives and executive plan, evaluating the performance in the organization through the strategic management , this course aims to develop the self-capabilities for the student in thinking and strategic choices.

3- Intended learning outcomes of the course (ILOs):

a- Knowledge and understanding:

On successful completion of this course, the student should be able to:

- a1- Recognize the role of strategic management in achieving the modern organization objectives
- a2- Understand the main source for the sustainable competitive advantage
- a3-Realize the new trend shaping Strategic management
- a4-Understand the difference between corporate strategy and competitive strategy of strategic management

b- Intellectual skills:

On completing this course, the student should be able to:

- b1- Apply the ideas and points of view about the main functions of strategic management

- b2- Assess the interaction between strategic management and its interaction with other basic management function
- b3- Discuss the role of strategic management in supporting the competitive advantage for the organization
- b4- Compare between different activities such as: planning labor force, improving work environment

c- Professional and practical skills:

At the end of this course, the student will be able to:

- c1- Acquire the principles and concepts of strategic management
- c2- Use and managing the strategic issues in the international institutions
- c3- Evaluate and develop effective skills relevant to modern practices in the field of Strategic management

d- General and transferable skills:

On successful completion of this course, the student should be able to:

- d1- Manage time effectively
- d2- Enrich the students' knowledge and thoughts through continuous self-learning
- d3- Demonstrate their ideas and thoughts in work groups
- d4- Develop and enhance work methods continuously

4- Course contents

Week No.	Topics/units	Number of hours		ILO's
		Lecture hours	Tutorial hours	
1	Introduction to Strategic Management	3	2	a1,b3,c4,d2
2	The concepts and objectives of Strategic management	3	2	a4,b3,c2,d3
3	The framework of strategic Management	3	2	a2,b3,c2,d4
4	Revision + Quiz 1	3	2	a2,b3,b4
5	The manager's role in strategic Management	3	2	a3,b4,c3,d3
6	Strategic Management Roles	3	2	a4,b2,c1,d1
7	Midterm Exam			a3,b2,b3
8	Formulation and implementation of strategic Management	3	2	a1,b3, c4,d2
9	Models of strategic management	3	2	a3,b1.c4
10	Theories of the strategic management in business	3	2	a4,b3,c2,d2
11	Revision + Quiz 2	3	2	a4,b3,b4
12	The modern practices in the field of Strategic Management	3	2	a2,b2,c1,d2
13	Revision	3	2	a3,b2,c1
14	Final Revision	3	2	a3,b2,c1,d3

5- Teaching and learning methods

Methods	ILO's																			
	a1	a2	a3	a4	a5	b1	b2	b3	b4	b5	c1	c2	c3	c4	c5	d1	d2	d3	d4	d5
Lectures	√	√	√	√		√	√	√	√		√	√	√	√		√	√	√		√
Practical sections/Tutorials																				
Self-learning	√					√						√				√				
Assays and reviews	√		√					√					√				√			
Discussion groups																				
Problem-solving	√		√	√			√	√		√			√					√		
E-learning																				
Blended learning																				

6- Teaching and learning methods for Low-achieving students

- Extra teaching hours for those who need help
- More quizzes to assess their ability for understanding the course
- Encourage the team work for those students with other advanced ones to increase their participation and understanding

7- Student assessment

Assessment method	Time	Grade weight (%)	Week	ILOs
Course Work (Tutorial Exercise and Assignments)		10	Every week	a1,b2,c3,d1
Quiz 1	1	10	Week#4	a2,b3,b4
Mid-term exam	1	20	Week#7	a3,b2,b3
Quiz 2	1	10	Week#11	a4,b3,b4
Final Written exam	2	50	----	a1,a3, b2,b3

8-List of references

8.1. Student notebooks:

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8.2. Essential textbooks:

8.3. Recommended textbooks:

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8.4. Journals, Periodical and Reportsetc.

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8.5. Websites

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Course Coordinator: Dr. Reem Aboualnile

Head of department: Associate professor Dr. Mohamed Elbaz

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