



Future Academy
Higher Future Institute for Specialized Technological Studies

Course Specification

1- Course information:

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| Course Code: | MGT272 |
| Course Title: | Strategic Management |
| Year/level | 2 nd |
| Academic Programs | Computer science Program (CS.) |
| Contact hours/ week | (Theoretical= 2hrs / Tutorial=2hrs), Total=4hrs |

2- Course aims:

This course aims to provide students with This course integrate all functional skills have acquired from previous courses (such as economics, accounting, management, finance and marketing) in order to study business organization and recommend proper strategic actions the course includes the establishment of strategic vision, mission, objectives and strategies for an organization. It also covers the effect of the expected changes in the environment on the selection of appropriate strategies.

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 | 2 | 2 | a1,b3,c4,d2 |
| 2 | The concepts and objectives of Strategic management | 2 | 2 | a4,b3,c2,d3 |
| 3 | The framework of strategic Management | 2 | 2 | a2,b3,c2,d4 |
| 4 | Revision + Quiz 1 | 2 | 2 | a2,b3,c2,d1 |
| 5 | The manager's role in strategic Management | 2 | 2 | a3,b4,c3,d3 |
| 6 | Strategic Management Roles | 2 | 2 | a4,b2,c1,d1 |
| 7 | Midterm Exam | | | |
| 8 | Formulation and implementation of strategic Management | 2 | 2 | a1,b3, c4,d2 |
| 9 | Models of strategic management | 2 | 2 | a3,b1.c4 |
| 10 | Theories of the strategic management in business | 2 | 2 | a4,b3,c2,d2 |
| 11 | Revision + Quiz 2 | 2 | 2 | a4,b3,c2 |
| 12 | The modern practices in the field of Strategic Management | 2 | 2 | a2,b2,c1,d2 |
| 13 | Revision | 2 | 2 | a3,b2,c1 |
| 14 | Final Revision | 2 | 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 | √ | √ | √ | √ | | √ | √ | √ | √ | | √ | √ | √ | √ | | √ | √ | √ | | √ |

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| Tutorial / Practical sections | √ | | | | | √ | | | | | | √ | | | | √ | | | |
| Self-learning | √ | | √ | | | | √ | | | | | √ | | | | √ | | | |
| Assays and reviews | √ | | √ | √ | | | √ | √ | | √ | | √ | | | | | √ | | |
| Discussion groups | √ | | | √ | | | | √ | √ | | | √ | √ | | √ | | √ | | √ |
| Brainstorming | | √ | | | | | √ | | | | | √ | | | | √ | | | |
| Blended-learning | | | | | | | | | | | | | | | | | | | |
| E-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) | 30 minutes | 15 | Every week | a1,b2,c3,d1 |
| Quiz 1 | 1 Hrs. | 5 | Week#4 | a2,b3,c2,d1 |
| Mid-term exam | 1 Hrs. | 15 | Week#7 | a3,b4,c4,d1 |
| Quiz 2 | 1 Hrs. | 5 | Week#11 | a4,b3,c2 |
| Final Written exam | 2 Hrs. | 60 | | a1,b3,c4,d5 |

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: *Prof. Dr. Yasser F. Ramadan*

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