

**Jubail University College**

**Department of Business Administration**

**COURSE SYLLABUS - SEMESTER 321**

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| **Course Code & Number** | BUS 411 | | | |
| **Course Title Skill** | Strategic Management | | | |
| **Instructor** | Dr. Nailah Ayub | | | |
| **Office Location** | # 423 | | | |
| **Office Hours** | **Day** | **Period** | | |
| Saturday | 3, 4, 5, 6 | | |
| Sunday | 1, 2, 5, 6, 7, 8 | | |
| Monday | 1, 2, 3, 6 | | |
| Tuesday | 1, 2, 3, 4, 5, 6 | | |
| Wednesday | 3, 4 | | |
| **Instructor’s Office Phone** | 03-3459000 Extension: 3665 | | | |
| **Instructor’s Email** | ayubn@ucj.edu.sa | | | |
| **Section numbers** | **201** | | **203** |  |
| **Class hours** | **Day** | **Period** | | |
| Saturday |  |  |  |
| Sunday |  |  |  |
| Monday | 4,5 |  |  |
| Tuesday |  | 7 |  |
| Wednesday | 5 | 6, 7 |  |
| **Prerequisites** | BUS 231, BUS 223 | | | |
| **Course Rationale** | This course is designed to be study of case study policy-making from a general management point of view. Emphasis is on problem analysis, the decision-making process, administration and control, and continuous reappraisal of policies and objectives. Saudi business cases and computer simulations are used. | | | |
| **Course Objectives** | **Course Objective:** Students who successfully complete this course should be able to:   1. Articulate the importance of strategic management to the effectiveness of organizations as demonstrated by class discussions, book problems and class or non-class exercises. 2. Demonstrate that learning has taken place by applying book knowledge to case presentations with use of the evaluation form at the end of the syllabus. 3. Describe the major factors affecting strategic behavior of individuals, groups and organizations. 4. Recognize the interplay of diversity in an organization’s environment (internal, external and global business environment). 5. Effectively demonstrate both written and oral communication skills crucial for success in the real world of business. 6. Demonstrate an ability to engage in constructive criticism of current organizational strategic styles. Interpret, critically analyze, recommend and defend with supporting evidence feasible courses of action for actual real life business situations. 7. Demonstrate computer literacy, critical thinking and class participation skills. | | | |
| **Methods of Instruction** | The course incorporates different teaching approaches: lecture, assignments, group work, class discussions and self motivation/self-learning “owning your own behavior”. You are expected to come to class having read and thought about topics scheduled for the class sessions. Note that your participation will make the class pleasant and intellectually stimulating, so please do attend every session. | | | |
| **Required Textbook** | Jones, Gareth R. and Hill, Charles W.L. Theory of Strategic Management with Cases. 9th Edition. Cincinnati, OH: South-Western, 2010. | | | |
| **Proposed Websites** | www.cengage.com/ | | | |
| **Grading Scheme** | Assignment 01 10%  Assignment 02 10%  Quiz 01 10%  Quiz 02 10%  Midterm Examination 20%  Final Examination 40%  Total 100% | | | |

**COURSE OUTLINE**

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| **Week** | **Text** | **Topics** | **Focus** |
| 1 | - | Introduction |  |
| 2 | **Chapter 1** | Leadership, Strategy, and Competitive Advantage | Strategic Management Intro; Strategic Managers; ; Strategy-Making Process; Major Goals |
| 3 | **Chapter 1** | Leadership, Strategy, and Competitive Advantage | Strategy as an Emergent Process; Strategic Planning in Practice; Strategic Decision Making; Strategic Leadership; |
| 4 | **Chapter 2** | Opportunities and Threats-Analyzing the External Environment | Defining an Industry; Porter’s Five Forces Model; Strategic Groups within Industries; Industry Life Cycle Analysis; Limitations of Models; The Macroenvironment |
|  | **QUIZ 1 (week 4) 10% of total score** | | |
| 5 | **Chapter 3** | Competencies and Profitability Analyzing Internal Resources | Roots of competitive Advantage; The Value Chain; The Building Blocks of Competitive Advantage; Explain competitive advantage |
| 6 | **Chapter 4** | Strategy at the Functional Level | Achieving Superior Efficiency; Materials Management; Achieving Superior Quality, Innovation, and Responsiveness |
| 7 | **Chapter 5** | Strategy at the Business-Level | Competitive Positioning and the Business Model, the Business-Level Strategy, and the Generic business Level Strategies |
| 8 | **Chapter 5** | Strategy at the Business-Level | Dynamics of Competitive Positioning |
| 9 | **MID TERM EXAMINATION (week 8/9) 20% of total score** | | |
| 10 | **Chapter 6** | Industry Environment and Business-Level Strategy | Strategies in Embryonic and Growth Industries; Navigating through the Life Cycle; Strategy in Mature Industries; Strategies in Declining Industries |
| 11 | **Chapter 7** | Technology | Technical Standards and Format Wars; Strategies to win Format War; Costs in High-Tech Industries; First-Movers Advantages |
| 12 | **Chapter 8** | Global Strategy | Global and National Environments; Global Expansion; Pressures for Local Responsiveness; Global Strategy; Entry Modes |
|  | **QUIZ 2 (week 12/13) 10% of total score** | | |
| 13 | **Chapter 12** | Corporate Single Industry Strategy | Strategy and Organizational Design; Organizational Structure; Strategic Control Systems; Organizational Culture |
| 14 | **Chapter 12** | Corporate Single Industry Strategy | Building Distinctive Competencies at the Functional Level; Strategy in a Single Industry; Restructuring and Reengineering |
| 15 | **Chapter 13** | Corporate Strategies Across Countries and Industries | Managing through Multidivisional Structure; Strategy Across Countries |
| 16 | **Chapter 13** | Corporate Strategies Across Countries and Industries | Entry Mode; Information Technology and Outsourcing |
| 17 | **Revision and Review** | | |
| 18 | **FINAL EXAM 40% of total score** | | |

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| **Jubail University College Grading Scale** | | | |
| **Total Points** | **Letter Grade** | **Percentage** | **Grade Point** |
|  | A+ | 95-100% | 4.0 |
|  | A | 90-<95% | 3.75 |
|  | B+ | 85-<90% | 3.5 |
|  | B | 80-<85% | 3.0 |
|  | C+ | 75-<80% | 2.5 |
|  | C | 70-<75% | 2.0 |
|  | D+ | 65-<70% | 1.5 |
|  | D | 60-<65% | 1.0 |
|  | F | 0-<60% | 0.0 |
|  | W | Withdrawal | N/A |
|  | WP | Withdrawal while Pass | N/A |
|  | WF | Withdrawal while Fail | 0.0 |
|  | DN | Denial | 0.0 |
|  | I | Incomplete | N/A |
|  | P | Pass | N/A |

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| **Jubail University College Policies** | |
| **Attendance** | 1. Attending at punctual time: Present otherwise the student is absent.  2. Late attendance 0 − < 5 minutes: is late  3. Late ≥ 5 minutes: is absent  Notes:   1. Every 3 late are counted as 1 absent 2. Every × total semester contact hours + 1 is DN |
| **Grading** | 1. Quality point: is the result of multiplying the credit hours by the grading points. 2. Semester GPA: is the result of dividing total quality points achieved in all courses at that semester by total graded credit hours of all courses in that semester. 3. Cumulative GPA in a semester: is the sum of total quality points achieved in all courses up to that semester divided by the total credit hours graded for all courses up to that semester |
| **Plagiarism & Cheating** | 1. Cheating is a serious offence and will be punished by the JUC.  2. Talking, looking at your colleagues’ exam papers or any other suspicious act is considered cheating during exam.  3. Student will fail the subject if caught cheating. |