

Course: Bachelor of Business Administration in E-Commerce

1.	Course Title	Strategic Management & Business Policy			اسم المادة
2.	Course Code	BMGT3053			رمز المادة
3.	Status	Major			مادة أساسية
4.	Credit Hour	3 (2+1) 2 for lectures (2 hours per week x 14 weeks) 1 for tutorial (1.5 hours per week x 14 weeks)			عدد الساعات المعتمدة
5.	Semester/Year	1/4			الفصل الدراسي
6.	Prerequisites	BMGT2023 Management Theory and Practices			المتطلب السابق إن وجد
7.	Teaching method:	Distance Learning (Electronic)			طريقة التدريس
8.	Evaluation	Assessment and Marking Percentage: <div> <div>Quizzes</div> <div>الامتحانات القصيرة</div> <div>10</div> <div>%</div> </div> <div> <div>Assignments</div> <div>الواجبات</div> <div>10</div> <div>%</div> </div> <div> <div>Interactions through discussion board</div> <div>المنتديات</div> <div>10</div> <div>%</div> </div> <div> <div>Mid-Semester Exam</div> <div>الامتحان النصفى</div> <div>20</div> <div>%</div> </div> <div> <div>Final Examination</div> <div>الامتحان النهائي</div> <div>50</div> <div>%</div> </div>			
9.	Lecturer	N/A			
10.	Objective of the Subject	At the end of this subject, students should be able to: <ul style="list-style-type: none"> understand the main process of pursuing strategic management as an alternative approach in managing an organization realized the perplexities of cross-functional organizational problems improved their analytical skills using scientific methods inculcate critical and creative thinking improve writing skill 			
11.	Learning Outcomes	Upon completion of this subject, students should be able to: <ul style="list-style-type: none"> analyze information critically, Conduct through, accurate and in-depth analysis, Provide quality, feasible and relevant recommendations Write quality, academic report. 			
12.	Synopsis	This subject is an integrative capstone course where students bring together all of their learned business functional knowledge and skills (i.e. accounting, finance, marketing, operations, etc.) and use them to analyze organizational problems within the context of real-world business case studies. This is also the only subject that challenges students to solve cross-functional problems that confronts top management. The subject is divided into three main areas, i.e. strategy formulation, strategy implementation and strategy evaluation. Further, students will also be introduced to global business, corporate governance and corporate social responsibility issues.			
13.	Topics	Details	Lecture (Hrs)	Tutorial (Hrs)	
	Topic 1	Introduction <ul style="list-style-type: none"> Introduction to Business and Management Business Ethics Overview of Strategic Management Process 	4	3	
	Topic 2	Part 1: Strategy & Policy Formulation <ul style="list-style-type: none"> Environmental Analysis 	6	3	

		<ul style="list-style-type: none">Identifying Alternative StrategiesStrategy Decision		
	Topic 3	Part 2: Strategy Implementation <ul style="list-style-type: none">Administrative issuesFinancial issuesMarketing issuesOperational issuesManagement Information issuesResearch and Development issues	5	3
	Topic 4	Part3: Strategy Evaluation <ul style="list-style-type: none">Environmental reviewPerformance reviewCorrective actionsBalanced ScorecardContingency planning	5	3
	Topic 5	Corporate Governance <ul style="list-style-type: none">Corporate governance, transparency and financial disclosureThe need for and value of corporate governanceIs corporate governance a risk worth measuring?	4	4.5
	Topic 6	Corporate Social Responsibility (CSR) <ul style="list-style-type: none">What is corporate social responsibilityDefining CSR and its strategic componentsRelationship between CSR and overall strategic management process?	4	4.5
		Total contact hours	28	21
		Equivalent lecture hours	24	14
		Total lecture hours	42	
		Credit hours	3	
14.	Main references:	<ol style="list-style-type: none">Charles Hill (2007). Cases in Strategic Management (8th. Ed). Houghton MifflinIan Wilson and Bill Ralston (2006). Scenario Planning Handbook: Developing Strategies in Uncertain Times. South-Western Educational Pub.Thomas L. Wheelen and David L. Hunger (2007). Strategic Management and Business Policy. Prentice Hall		
15.	Additional References:	<ol style="list-style-type: none">John L. Colley, Wallace Stettinius, Jacqueline L. Doyle and George Logan (2004). What is Corporate Governance? McGraw-Hill.Harvard Business School Press, C.K. Prahalad and Micheal E. Porter (2003). Harvard Business Review on Corporate Responsibility. Harvard Business School Press.Liam Fahey and Robert M. Randall (1997). Learning from the Futuer: Competitive Foresight Scenarios. Wiley.Walter J. Salmon, Jay William Lorsch, Gordon Donaldson, John Pound, Jay Alden Conger, David Finegold and Edward E. Lawler (2000). Harvard Business Review on Corporate Governance. Harvard Business School Press.William B. Wrther Jr. and David Chandler (2005). Strategic Corporate Social Responsibility: Stakeholders in a Global Environment. Sage Publications.		
	Other Materials:	All other sources will be available to students online.		

