

<b>Philadelphia University</b>	 <b>PHILADELPHIA UNIVERSITY</b> <small>THE WAY TO THE FUTURE</small>	<b>Approved Date: 18/9/2024</b>
<b>Faculty: Business</b>		<b>Issue: 1</b>
<b>Department: Business Administration</b>		<b>Credit Hours: 3 hours</b>
<b>Academic Year: 2025/2026</b>		<b>Course Syllabus</b>

### Course Information

Course No.	Course Title	Prerequisite	
0330416	Strategic Management	90 hours	
Course Type		Class Time	Room No.
<input type="checkbox"/> University Requirement <input type="checkbox"/> Faculty Requirement <input type="checkbox"/> Major Requirement <input type="checkbox"/> Elective <input checked="" type="checkbox"/> Compulsory		09:45-10:35 Saturday - Monday	32304
Course Level*		Hours No.*	
<input type="checkbox"/> 6 <sup>th</sup> <input checked="" type="checkbox"/> 7 <sup>th</sup> <input type="checkbox"/> 8 <sup>th</sup> <input type="checkbox"/> 9 <sup>th</sup>		92	

### Instructure Information

Name	Office No.	Phone No.	Office Hours	E-mail
Dr. Shadi Altahat	32418	2251	Saturday – Tuesday 09:30-1400	saltahat@philadelphia.edu.jo

### Course Delivery Method

<input checked="" type="checkbox"/> Blended	<input type="checkbox"/> Online	<input type="checkbox"/> Physical
Learning Model		
Percentage	Synchronous	Asynchronous
	-----	30%
		70%

### Course Description

This course examines business and corporate strategy. The focus is on strategic management, the process of choosing and defining purposes and objectives, formulating and implementing a viable strategy and monitoring strategic performance. It deals with the organization in its totality and demonstrates how and why the various functions of business are interdependent and need to be coordinated if the organization is to perform effectively. The course elaborates on the applicability of the strategic management discipline to a variety of sizes and types of organizations.

## Course Learning Outcomes

Number	Outcome	Corresponding Program Outcomes
<b>Knowledge</b>		
<b>K1</b>	Define the basic concepts, principles and practices associated with strategy formulation and implementation.	<b>Kp1</b>
<b>K2</b>	Describe of management methodologies of strategic decisions that organizations make and have an ability to engage in strategic planning.	<b>Kp2</b>
<b>K3</b>	Analyzing models and theories that will help build the organization's strategic plans.	<b>Kp5</b>
<b>Skills</b>		
<b>S1</b>	Communicating effectively and efficiently at the three stages of strategic management (formulating, implementing, and evaluating)	<b>Sp1</b>
<b>Competencies</b>		
<b>C1</b>	Formulate a strategic type of thinking toward business problems.	<b>Cp1</b>
<b>C2</b>	Develop a practical competency by continuous learning in strategic management planning, and apply it in group situations at all levels.	<b>Cp2</b>

## Learning Resources

<b>Course Textbook</b>	<ul style="list-style-type: none"> <li>• <b>Strategic Management Concepts: A Competitive Advantage Approach, Concepts and Cases</b>). Fred R. David, Forest R. David and Meredith E David . Pearson (2023)</li> </ul>
<b>Supporting References</b>	<ul style="list-style-type: none"> <li>• Strategic Management: Concepts and Cases . Jeffrey H. Dyer. (2021)</li> <li>• الإدارة الاستراتيجية : مفاهيم و عمليات و حالات دراسية</li> <li>• (2021) زكريا مطلق الدوري .</li> </ul>
<b>Supporting Websites</b>	<a href="http://www.ebsco.com">www.ebsco.com</a> <a href="http://library.philadelphia.edu.jo/ST_EN.htm">http://library.philadelphia.edu.jo/ST_EN.htm</a> <a href="https://bit.ly/3vbIsIH">https://bit.ly/3vbIsIH</a> (APA7 Referencing)
<b>Teaching Environment</b>	<input checked="" type="checkbox"/> Classroom <input type="checkbox"/> laboratory <input type="checkbox"/> Learning Platform <input type="checkbox"/> Other

## Meetings and Subjects Time Table

Week	Topic	Learning Method*	Task	Learning Material
1	<ul style="list-style-type: none"> <li>• Course introduction</li> </ul>	<ul style="list-style-type: none"> <li>• Orientation</li> </ul>	<ul style="list-style-type: none"> <li>• Introduce the instructor</li> <li>• Meet students</li> <li>• Class ground rules</li> <li>• Syllabus introduction</li> </ul>	<ul style="list-style-type: none"> <li>• Syllabus</li> </ul>
2	<ul style="list-style-type: none"> <li>• Describe the strategic-</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Collaborative</li> </ul>	<ul style="list-style-type: none"> <li>• Read chapter</li> <li>• Discussions</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter 1</li> <li>• The Nature</li> </ul>

	<p>management process.</p> <ul style="list-style-type: none"> <li>• Discuss the three stages of strategy formulation, implementation, and evaluation activities.</li> <li>• Explain the need for integrating analysis .</li> </ul>	<p>learning</p> <ul style="list-style-type: none"> <li>• Problem solving based learning</li> </ul>	<ul style="list-style-type: none"> <li>• Mind mapping and Brainstorming</li> </ul>	<p>of Strategic Management</p>
3	<ul style="list-style-type: none"> <li>• Define and give examples of key terms in strategic management -Serving</li> <li>• Describe the benefits of engaging in strategic management.</li> <li>• Explain why some firms do not engage in strategic planning.</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Collaborative learning</li> </ul>	<ul style="list-style-type: none"> <li>• Read chapter</li> <li>• Discussion</li> <li>• Video</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter 1</li> <li>• The Nature of Strategic Management</li> </ul>
4	<ul style="list-style-type: none"> <li>• Describe the pitfalls in doing strategic planning.</li> <li>• Discuss the connection between business and military strategy.</li> <li>• Explain how this course can enhance a student's employability.</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Collaborative learning</li> </ul>	<ul style="list-style-type: none"> <li>• Read chapter</li> <li>• Discussion</li> <li>• Mind mapping and Brainstorming</li> <li>• <b>Homework 1</b></li> </ul>	<ul style="list-style-type: none"> <li>• Chapter 1</li> <li>• The Nature of Strategic Management</li> </ul>
5	<ul style="list-style-type: none"> <li>• Explain the need for core values statements in strategic management.</li> <li>• Describe the nature and role of vision statements in strategic management.</li> <li>• Identify the characteristics of a vision statement.</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Problem solving based learning</li> <li>• Lecture</li> <li>• Collaborative learning</li> </ul>	<ul style="list-style-type: none"> <li>• Read chapter</li> <li>• Discussion</li> </ul>	<p>Chapter 2 Business Vision and Mission</p>
6	<ul style="list-style-type: none"> <li>• Describe the nature and role of mission statements in strategic management</li> <li>• Identify and discuss the characteristics of an effective mission statement</li> </ul>	<ul style="list-style-type: none"> <li>• Problem solving based learning</li> <li>• Lecture</li> <li>• Collaborative learning</li> </ul>	<ul style="list-style-type: none"> <li>• Read chapter</li> <li>• Discussion</li> <li>• <b>Quiz</b></li> </ul>	<p>Chapter 2 Business Vision and Mission</p>
7	<ul style="list-style-type: none"> <li>• Identify the components of mission statements.</li> <li>• Discuss the benefits for a firm of having clear vision and mission statements.</li> <li>• Evaluate and write mission statements for different organizations</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Collaborative learning</li> </ul>	<ul style="list-style-type: none"> <li>• Read chapter</li> <li>• Discussions</li> </ul>	<p>Chapter 2 Business Vision and Mission</p>

8.a	<ul style="list-style-type: none"> <li>Describe the nature and purpose of an external assessment in formulating strategies.</li> <li>Identify and discuss external forces that impact organizations.</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Collaborative learning</li> </ul>	<ul style="list-style-type: none"> <li>Read chapter</li> <li>Discussions</li> </ul>	<ul style="list-style-type: none"> <li>Chapter 3</li> <li>The External Assessment</li> </ul>
8.b	<ul style="list-style-type: none"> <li>Mid term Exam</li> </ul>			
	<ul style="list-style-type: none"> <li>Explain Porter's Five-Forces Model and .</li> <li>Describe key sources of information for identifying opportunities and threats.</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Collaborative learning</li> </ul>	<ul style="list-style-type: none"> <li>Read chapter</li> <li>Discussions</li> </ul>	<ul style="list-style-type: none"> <li>Chapter 3</li> <li>The External Assessment</li> </ul>
9	<ul style="list-style-type: none"> <li>Discuss forecasting tools and techniques.</li> <li>Explain how to develop and use an External Factor Evaluation (E F E) Matrix.</li> <li>Explain how to develop and use a Competitive Profile Matrix (C P M).</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Collaborative learning</li> </ul>	<ul style="list-style-type: none"> <li>Read chapter</li> <li>Discussions</li> </ul>	<ul style="list-style-type: none"> <li>Chapter 3</li> <li>The External Assessment</li> </ul>
10	<ul style="list-style-type: none"> <li>Describe the nature and role of an internal assessment in formulating strategies.</li> <li>Discuss the nature and role of management in formulating strategies.</li> <li>Discuss the nature and role of marketing in formulating strategies</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Collaborative learning</li> <li>Problem solving based learning</li> </ul>	<ul style="list-style-type: none"> <li>Read chapter</li> <li>Discussion</li> <li>Mind mapping and Brainstorming</li> <li><b>Essay Questions ( ten marks) Assessment</b></li> </ul>	<ul style="list-style-type: none"> <li>Chapter4</li> <li>The Internal Assessment</li> </ul>
11	<ul style="list-style-type: none"> <li>Discuss the nature and role of finance and accounting in formulating strategies</li> <li>Discuss management information systems (M I S) in terms of formulating strategies.</li> <li>Explain how to develop and use an Internal Factor Evaluation (I F E) Matrix.</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Collaborative learning</li> </ul>	<ul style="list-style-type: none"> <li>Read chapter</li> <li>Group Discussion</li> <li>One minute paper</li> <li><b>Homework 2</b> ( course in Integrating critical thinking skills)</li> </ul>	<ul style="list-style-type: none"> <li>Chapter4</li> <li>The Internal Assessment</li> </ul>
12	<ul style="list-style-type: none"> <li>Identify and discuss five characteristics ..</li> <li>Define and give an example of eleven types of strategies.</li> <li>Identify and discuss the three types of "Integration Strategies."</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Collaborative learning</li> <li>Problem solving based learning</li> </ul>	<ul style="list-style-type: none"> <li>Read chapter</li> <li>Discussion</li> </ul>	<ul style="list-style-type: none"> <li>Chapter 5</li> <li>Strategies in Action</li> </ul>

	<ul style="list-style-type: none"> <li>Explain when diversification is an effective business strategy</li> </ul>			
13	<ul style="list-style-type: none"> <li>List guidelines for when retrenchment, divestiture, and liquidation are especially effective strategies.</li> <li>Identify and discuss Porter's five generic strategies.</li> <li>Compare (a) cooperation among competitors..</li> <li>Discuss tactics to facilitate strategies.</li> <li>Explain how strategic planning differs in for-profit, not-for-profit, and small firms.</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Flipped class</li> </ul>	<ul style="list-style-type: none"> <li>Read chapter</li> <li>Moc-prsentation</li> <li>Peer review</li> </ul>	<ul style="list-style-type: none"> <li>Chapter 5</li> <li>Strategies in Action</li> </ul>
14	<ul style="list-style-type: none"> <li>Describe the strategy analysis and choice process.</li> <li>Diagram and explain the three-stage strategy-formulation analytical framework.</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Collaborative learning</li> </ul>	<ul style="list-style-type: none"> <li>Read chapter</li> <li>Discussions</li> </ul>	<ul style="list-style-type: none"> <li>Chapter 7</li> <li>Strategy Analysis and Choice</li> <li></li> </ul>
15	<ul style="list-style-type: none"> <li>Construct and apply the Strengths-Weaknesses-Opportunities-Threats (S W O T) Matrix.</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Collaborative learning</li> </ul>	<ul style="list-style-type: none"> <li>Read chapter</li> <li>Discussions</li> </ul>	<ul style="list-style-type: none"> <li>Chapter 7</li> <li>Strategy Analysis and Choice</li> <li></li> </ul>
<b>16</b>	<b>Final Exam</b>			

\*Includes: lecture, flipped Class, project based learning, problem solving based learning, collaboration learning.

### Course Contributing to Learner Skill Development

<b>Using Technology</b>
<ul style="list-style-type: none"> <li>Students will use several offline software (i.e Microsoft Office) or online software (i.e Prezi and Google Slides) to deliver their presentations.</li> <li>Students will use the internet search engines to capture needed data and information to perform their assignments.</li> <li>Students will use the electronic email for submitting the required documents.</li> </ul>
<b>Communication Skills</b>
<ul style="list-style-type: none"> <li>Students will develop their verbal and nonverbal communication skills by participating in classroom activities, group work, and presentations.</li> <li>Students will use creative and critical thinking while participating in classroom discussions, solving issues, and performing various assignments.</li> </ul>
<b>Application of Concept Learnt</b>
<p>Students will reflect on the acquired knowledge of “strategic management Skills” concepts, principles, and models using andragogy (Adult learning theory )(i.e Experiential and project-based learning).</p>

## Assessment Methods and Grade Distribution

Assessment Methods	Grade	Assessment Time and details (Week No.)	Course Outcomes to be Assessed
Mid Term Exam	% 30	8 <sup>th</sup> week	K1, K2
Term Works*	% 30	10% essay assessment	K1,K2,K3, S1, C1,C2
		5% Homework1	
		5%Homeworke2	
10% Quiz			
Final Exam	% 40	16 <sup>th</sup> week	K2, K3, S1
<b>Total</b>	<b>%100</b>		

\* Include: quizzes, in-class and out of class assignment, presentations, reports, videotaped assignment, group or individual project.

## Alignment of Course Outcomes with Learning and Assessment Methods

Number	Learning Outcomes	Learning Method*	Assessment Method**
<b>Knowledge</b>			
<b>K1</b>	Define the basic concepts, principles and practices associated with strategy formulation and implementation.	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Collaborative learning</li> <li>• Problem solving based learning</li> </ul>	<ul style="list-style-type: none"> <li>• Exam</li> <li>• In-class Activities</li> </ul>
<b>K2</b>	Describe of management methodologies of strategic decisions that organizations make and have an ability to engage in strategic planning.	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Collaborative learning</li> </ul>	<ul style="list-style-type: none"> <li>• Exam</li> <li>• In-class Activities</li> </ul>
<b>K3</b>	Analyzing models and theories that will help build the organization's strategic plans.	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Collaborative learning</li> <li>• Problem solving based learning</li> </ul>	<ul style="list-style-type: none"> <li>• Exam</li> <li>• In-class Activities</li> <li>• Assignment</li> </ul>
<b>Skills</b>			
<b>S1</b>	Communicating effectively and efficiently at the three stages of strategic management (formulating, implementing, and evaluating)	<ul style="list-style-type: none"> <li>• Collaborative learning</li> <li>• Problem solving based learning.</li> </ul>	<ul style="list-style-type: none"> <li>• In-class activities</li> <li>• Individual and group assignment</li> </ul>
<b>Competencies</b>			
<b>C1</b>	Formulate a strategic type of thinking toward business problems.	<ul style="list-style-type: none"> <li>• Flipped class</li> <li>• Project based learning</li> </ul>	<ul style="list-style-type: none"> <li>• In-class activities</li> <li>• Role play</li> </ul>

			<ul style="list-style-type: none"> <li>• Group Assignment</li> </ul>
<b>C2</b>	Develop a practical competency by continuous learning in strategic management planning, and apply it in group situations at all levels.	<ul style="list-style-type: none"> <li>• Flipped class</li> <li>• Project based learning</li> <li>• problem solving based learning</li> </ul>	<ul style="list-style-type: none"> <li>• In-class activities</li> <li>• Role play</li> <li>• Group Assignment</li> </ul>

\*Include: lecture, flipped class, project based learning, problem solving based learning, collaboration learning.

\*\* Include: quizzes, in-class and out of class assignments, presentations, reports, videotaped assignments, group or individual projects.

### Course Polices

Policy	Policy Requirements
<b>Passing Grade</b>	The minimum pass for the course is (50%) and the minimum final mark is (35%).
<b>Missing Exams</b>	<ul style="list-style-type: none"> <li>• Anyone absent from a declared semester exam without a sick or compulsive excuse accepted by the dean of the college that proposes the course, a zero mark shall be placed on that exam and calculated in his/her final mark.</li> <li>• Anyone absent from a declared semester exam with a sick or compulsive excuse accepted by the dean of the college that proposes the course must submit proof of his/her excuse within a week from the date of the excuse's disappearance, and in this case, the subject teacher must hold a compensation exam for the student.</li> <li>• Anyone absent from a final exam with a sick excuse or a compulsive excuse accepted by the dean of the college that proposes the material must submit proof of his/her excuse within three days from the date of holding that exam.</li> </ul>
<b>Attendance</b>	The student is not allowed to be absent more than (15%) of the total hours prescribed for the course, which equates to six lecture days (n t) and seven lectures (days). If the student misses more than (15%) of the total hours prescribed for the course without a satisfactory or compulsive excuse accepted by the dean of the faculty, he is prohibited from taking the final exam and his/her result in that subject is considered (zero), but if the absence is due to illness or a compulsive excuse accepted by the dean of the college that The article is introduced, it is considered withdrawn from that article, and the provisions of withdrawal shall apply to it.
<b>Academic Integrity</b>	Philadelphia University pays special attention to the issue of academic integrity, and the penalties stipulated in the university's instructions are applied to those who are proven to have committed an act that violates academic integrity, such as cheating, plagiarism (academic theft), collusion, intellectual property rights.

### Program Learning Outcomes to be Assessed in this Course

Number	Learning Outcome	Course Title	Assessment Method	Targeted Performance level

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**Description of Program learning Outcomes Assessment Method**

Number	Detailed Description of Assessment

**Assessment Rubric of the Program Learning Outcomes**

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