

وزارة التعليم العالي والبحث العلمي
جهاز الإشراف والتقويم العلمي
دائرة ضمان الجودة والاعتماد الأكاديمي

استمارة وصف البرنامج الأكاديمي للكليات والمعاهد للعام الدراسي 2025-2024

الجامعة : جامعة شط العرب الاهلية
الكلية /المعهد : الإدارة واقتصاد
القسم العلمي : إدارة الاعمال

تاريخ ملء الملف : 2024/9/1

التوقيع :
اسم المعاون العلمي: د. عبد الله عبد الله
التاريخ : ٢٠٢٤/٩/١

التوقيع :
اسم رئيس القسم : د. عبد الله عبد الله
التاريخ : ٢٠٢٤/٩/١

دقق الملف من قبل
شعبة ضمان الجودة والأداء الجامعي
اسم مدير شعبة ضمان الجودة والأداء الجامعي:
التاريخ : / /

أستاذ الدكتور محمد عبود ظاهر الظلوم
رئيس شعبة ضمان الجودة والأداء الجامعي

مصادقة السيد العميد




مصادقة السيد العميد
د. عبد الله عبد الله



Course Description Form

Description Course	Strategic management
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This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, demonstrating whether he has made maximum use of the available learning opportunities. These characteristics have to be matched with the description of the program.

1. Educational Institution	Shatt Al-Arab University College of Administration and Economics 
2. Department / Center	Business Administration
3. Course Title /Code	Strategic management
4. Lecturer Name	Prof. Dr. Taher M. Mansoor
5. Type of Teaching	Attendance Class
6. Academic Year /Term	First Semester – Stage (3)
7. Total No. of Teaching Hours	45

8. Date of Preparing this Course Description	1-9-2024
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9. Course Objectives

a. Providing students with the most important principles and basics of (Strategic management)
b. Teaching students how to apply (Strategic management)
c. Providing graduates with the necessary knowledge on (Strategic management)
d. Improving the administrative skills in the field of (Strategic management)
e. Providing graduates with the skills of education and creative learning.

10. Course Output, Methodology and Evaluation

(A) Cognitive Objectives

a. Enabling students to acquire knowledge and the art of (Strategic management)
b. Acquainting students with how to promote their personal knowledge.
c. Helping students to acquire knowledge in the art of I T (Strategic management)
d. Enabling students to sharpen their skills in the dynamic work environment.
e. Enabling students to invest their scientific abilities in their working place in the scope of (Strategic management)
f. Helping students to get the necessary knowledge to solve problems (Strategic management)

(B) Skill Objectives Related to the Program:

a. Scientific Skills
b. Leadership Skills
c. Skills Related to Administrative Work Challenges

Methods of Teaching and Learning

a. Using already- prepared lectures.
b. Using up-to-date data shows.
c. Homework
d. Adopting group discussions.

Methods of Evaluation

a. Oral tests
b. Monthly tests
c. Daily quizzes
d. Students' Regular Attendance

(C) Sentimental and Value Objectives

a. Realizing ethical objectives.

b. Commitment to university traditions.
c. Compliance with the University Instructions and the Ministry Regulations.
d. Promoting students' personal abilities in educational scopes and how to behave well with others.

Methods of Teaching and Learning

a. Lectures on university instructions.
b. Educational guidance lectures.
c. Continuous directing.
d. Visiting State and private institutions.
e. Showing practical cases.

Methods of Evaluation

a. Daily quizzes.
b. Classroom discussions and commitment to ethics and sublime values.

c. Special marks for class activities.
d. Monthly and quarterly evaluation.

D) General and Qualitative Skills (other skills related to the ability of employment and personal development)

a. Enabling students to acquire the skill and art of (Strategic management)
b. Enabling students to apply creative thinking in (Strategic management)
c. Enabling students to use modern methods of analysis and conclusions.
d. Enabling students on (Strategic management)

11. Course Structure

Week	No of Hours	Required Learning Output	Title of Subject	Teaching Method	Evaluation
1	3	student understands the subject	Needs for strategic management	<ul style="list-style-type: none"> – lectures – case study –discussions 	<ul style="list-style-type: none"> – oral tests –questions
2	3	student understands the subject	Introduaction <ul style="list-style-type: none"> • Elements of strategy • Strategy evaluation 	<ul style="list-style-type: none"> – lectures – case study –discussions 	<ul style="list-style-type: none"> – oral tests –questions
3	3	student understands the subject	Understanding strategic management	<ul style="list-style-type: none"> – lectures – case study –discussions 	<ul style="list-style-type: none"> – oral tests –questions
4	3	student understands the subject	<ul style="list-style-type: none"> • Strategic analysis • Dynamic and complex environment 	<ul style="list-style-type: none"> – lectures – case study –discussions 	<ul style="list-style-type: none"> – oral tests –questions

5	3	student understands the subject	<ul style="list-style-type: none"> • Stratural analysis • Competitive position 	– lectures – case study –discussions	– oral tests –questions
6	3	student understands the subject	<ul style="list-style-type: none"> • SWOT analysis • Internal environment • Key success factors 	– lectures – case study –discussions	– oral tests –questions
7	3	student understands the subject	Formnlation a direction for acompany <ul style="list-style-type: none"> • Vision • Mission • Values system • Goals and objectives 	– lectures – case study –discussions	– oral tests –questions
8	3	student understands the subject	Strategic choice <ul style="list-style-type: none"> • Competitive strategy • Cost leadership Strategic 	– lectures – case study –discussions	– oral tests –questions

9	3	student understands the subject	Development strategies <ul style="list-style-type: none"> • Related diversification • Acquisition • Joint development 	– lectures – case study –discussions	– oral tests –questions
10	3	student understands the subject	<ul style="list-style-type: none"> • Implementation of strategy • Organizational issues 	– lectures – case study –discussions	– oral tests –questions
11	3	student understands the subject	<ul style="list-style-type: none"> • Organization design strategy and structure strategic change • Radical and incremental change 	– lectures – case study –discussions	– oral tests –questions
12	3	student understands the subject	Strategy : subsystems Innovation organization	– lectures – case study –discussions	– oral tests –questions
13	3	student understands the subject	Leader and strategic mangement	– lectures – case study –discussions	– oral tests –questions

14	3	student understands the subject	Corporate responsibility stakeholders visionary organizations	– lectures – case study –discussions	– oral tests –questions
15	3	student understands the subject	Examination and final words	– lectures – case study –discussions	– oral tests –questions

12.Infrastructure

a. Textbooks	Al-joboori and mansoor (strategic management 2023)
b. References	Asch and Bowman 2021
c. Recommended books and periodicals (journals, reports, etc.)	Strategic management journal

d. Electronic references, internet websites, etc	All.
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13. The Plan of Improving the Course

a. Studying labor market needs.
b. Be informed of the experiences of other countries in the field of (Strategic management)
c. Be informed of research work published in national and international journals in the field of Principles of (Strategic management)



Dr. Taher M. Mansoor



Head of Deptment

D.r Zain AlAbidean J. Mohammed