



**Department of BUSINESS ADMINISTRATION**  
**College of Administrative and financial science**  
**University of Cihan**

**Subject: growth & Development Management**

**Course Book – – Semester 2**

**Stage 4**

**Lecturer's name: soran hama saeed**

**Academic Year: /2022-2023**

# Course Book

1. Course name	Project management
2. Lecturer in charge	SORAN HAMA SAEED
3. Department/ College	Business Administration
4. Contact	e-mail: Soran.hsali@sulicihan.krd.com Tel: 07702178526
5. Time (in hours) per week	2hours
6. Office hours	
7. Course code	
8. Teacher's academic profile	<a href="https://sites.google.com/a/univsul.edu.iq-soran">https://sites.google.com/a/univsul.edu.iq-soran</a>
9. 9-Keywords	Project, management
<p><b>10. Course overview:</b>            Growth is a significant phenomenon with respect to industries and businesses. Growth plays a crucial role in the development of business enterprises which there bfacilitate the economy in growing at a faster pace. Hence, it can be understood, that strengthening and sustaining growth through proper management is vital not merely for enterprises, businesses, and their owners but also for all the stakeholders of the company such as the consumers, employees, and so forth, all of which make a significant contribution to the growth of the economy subsequently. In this unit, you will study about growth and growth management, the six 's' processes of growth management, growth opportunities, the significance of competition, cooperation, creativity, and engagement in the growth process, the procedure of developing a growth proposition and plan and the significance of growth escalators in reinventing the future</p>	
<p><b>11. Course objective:</b>  <u>After going through this unit, you will be able to:</u>  <u>Define growth and growth management</u>  <u>Explain the six 's' process of growth management</u>  <u>Identify growth opportunities</u>  <u>Recognize the significance of competition, cooperation, creativity and engagement in the growth process</u>  <u>Learn the procedure of developing a growth proposition and plan</u>  <u>Analyse the significance of growth propellers and escalators in reinventing the future</u></p>	

**12. Student's obligation**

- 1- Students will be required to provide a summary of each chapter that will be discussed in class to see their understanding of the lecture.
- 2- Quizzes will be given at the end of each chapter to test students' knowledge of the subject.
- 3- Case studies will be given to students to analyse and provide summary of the case.

**13. Forms of teaching**

Class time is primarily devoted to lectures, using PowerPoint presentation. Also, data show will be used in the lectures

**14. Assessment scheme**

Breakdown of overall assessment and examination

Presentation/ Discussion Report/ Classroom participation: 5%

Assignment and quizzes: 5%

Mid-term Examination: 30%

Final Examination: 60%

**15. Student learning outcome:**

At the end of this chapter, you will be able to:

1. identify the direct and indirect growth managements
2. understand the measures of return and risk
3. recognise the determinants of required rate of return To improve knowledge on Growth management& portfolio management
4. Learn the importance of Growth management& management
5. Understands the types of Growth management& management
6. Understands the Growth management& management contract

**16. Course Reading List and References:**

1- Rob, thoyts, 2010, Growth management& portfolio management theory and practice.

2- Jimmy Skoglund and Wei Chen, 2013, financial risk management: application in market credit, asset and liability management and firm wide risk.

3- Scott E Harrington, 2003, risk management and Growth management& portfolio management (McGraw – hill Irwin series in finance, Growth management& portfolio management , and real est.

**17. The Topics:**

### Unit 1

Sinews of Growth: Defining Growth and Growth Management- Overview of Growth Management 'SIX-S' Process: Sinews, Strategy, Staging, Synchronizing, Securing and Sustenance- Sinews: Identifying Growth Opportunities – Entry Enticements and Barriers Competition and Cooperation- Creativity and Engagement- Prioritizing Growth- Developing a Growth Proposition and Plan- Building up the Growth sinews: Fine-Ware, Soft-Ware and Hard-Ware- Growth propellers and escalators- Reinventing the Future

### Unit 2

Strategizing Growth: Strategic thrusts for Growth- Improvement Strategies (Synergy and Value chain based): Vertical growth, Horizontal growth (related growth and unrelated growth), Evolutionary growth and Continuous growth, Organic growth- Venture Strategies:

### Unit 3

Staging Growth: Organizing for Growth- Inertia Escape- Activation of growth- Well thought out implementation plan- Competitive compensation programs-

### Unit 4

Synchronizing for Growth: Synchronized Efforts - Directing the Growth Resource mix –Greiner's model of Crises Induced Growth- Managing Growth: Concept and Overcoming the same- - Managing the momentum of growth: Steady and Speed – Alert and Advancing- High Growth

### Unit 5

Securing Growth in every domain: Product & Brand domain, Market & Competition domain, Assets & Capacity domain, Finance & Profitability domain,

### Unit 6

Sustaining Growth: Efficiency Improvement- Effectiveness Enhancement- Excellence Management- Continuous Innovation- Kaizen and Radical Innovation- Harnessing Diversity- Rapid Growth Strategies- Managing Rapid Growth- Passion for Growth

## **18. Examinations:**

### **1. definition questions**

**2. True or false type of exams:**

In this type of exam a short sentence about a specific subject will be provided, and then students will comment on the trueness or falseness of this particular sentence.

**3. Multiple choices:**

In this type of exam, there will be a number of phrases next to or below a statement, and students will match the correct phrase.

Examples should be provided.

**4. Compositional:** In this type of exam the questions usually start with Explain how, What are the reasons for...?, Why...?, How....?

**19. Extra notes:**

There will be some topics which may be very necessary to be involved in the syllabus.

**References**

1. Evers, David with Efraim Ben-Zadek and Andreas Faludi. 2000. "The Netherlands and Florida: two growth management strategies." *International Planning Studies* Vol. 5, No. 1:7-23.
2. Pallagst, Karina. 2007. *Growth management in the US between theory and practice*. Aldershot: Ashgate.
3. Porter, Douglas, R. 1997. *Managing growth in America's communities*. Washington: Island Press.
4. Stein, Jay M. ed. 1993. *Growth management - the planning challenge of the 1990s*. Newbury Park/London/New Delhi: Sage publications