



**Department of Business Administration**  
**University of Cihan**

**Subject: Strategic Management**  
**Course Book – Year 3 – Semester 2**

**Lecturer's name: Dr. Wirya Najm Rashid**

**Academic Year: 2024/2025**

# Course Book

<b>1. Course name</b>	<b>Strategic Management</b>
<b>2. Lecturer in charge</b>	<b>Wirya Najm Rashid</b>
<b>3. Department/ College</b>	<b>Business Administration</b>
<b>4. Time (in hours) per week</b>	<b>4 hours</b>
<b>5. Office hours</b>	
<b>6. Course code</b>	
<b>7. Teacher's academic profile</b>	<a href="https://sites.google.com/a/univsul.edu.iq/wrya-rashid/">https://sites.google.com/a/univsul.edu.iq/wrya-rashid/</a>
<b>8. Keywords</b>	<b>Strategic, Strategic Analyses, Strategic Formulation, Strategic Implementation, Strategic Evaluation</b>
<b>9. Course overview:</b>	
<p>This course shows the importance of applying strategic management processes within the framework of companies. This course includes many important topics including the introduction to strategic management and its importance in our business today. Also, highlighting the importance of each of the vision, mission and goals in companies. In addition, explaining the analysis of the external and internal environment and how to diagnose strategic positions with some theories such as SWOT analysis, value chain and Porter's five forces model. There will also be an explanation of strategy options and how to choose the best strategy among the alternatives, and what are the strategic criteria that must be specified in order to adapt to the environment. In addition, highlighting how to implement strategy in companies and showing its most important theories, and finally evaluating the strategy and explaining the most important criteria through which the control process is carried out, referring to some theories such as the balanced scorecard.</p>	
<b>10. Course objective:</b>	
<p>The course aims to identify the foundations, concepts and basic principles of strategic management and to identify the functions and practices of strategic management and how to apply them in different organizations, including: -</p> <ol style="list-style-type: none"> <li>1. Teaching the student the most important contemporary terms and concepts used in strategic management</li> <li>2. Building the student's awareness of the interdependent relationship between the organization's environment and its strategic goals</li> </ol>	

3. Teaching the student the relationship between the vision, mission, goals, resources and environment of the organization
4. Building the student's awareness that goals are not good unless they are formulated in light of analyzing the organization's situation and identifying opportunities, threats, strengths and weaknesses
5. That the student gets used to strategic thinking, building a vision, defining a message and trying to predict the expected change in the environment and its effects on goals in light of the available resources and the rest of the dimensions of the situation

### **11. 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.

### **12. Forms of teaching**

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

### **13. Assessment scheme**

<b>Midterm Examination</b>	<b>30 %</b>
<b>Paper, Quiz, Project</b>	<b>10 %</b>
<b>Final theory exam</b>	<b>60 %</b>

### **14. Student learning outcome:**

After this course , the students will be able to understand the followings:

- 1- Understanding the strategic management processes that are now used by all companies to successfully adapt to the environment, which is the essence of strategic management processes
- 2- Formulating a vision and mission that gives clear meaning to all stakeholders in the company and through which strategic goals and objectives are achieved
- 3- Formulating a strategic plan that embodies the company's goals and objectives.
- 4- Identifying some theories such as SWOT analysis, BCG, GE, McKinsey 7S and the Balanced Scorecard.

- 5- The most important criteria that determine the current and required strategic position in order to respond to market requirements.
- 6- - How to apply or implement the ideal strategy
- 7- - Evaluating and reviewing strategic programs and procedures in order to achieve organizational goals.

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

- 1- Wheelen and David, (2012). Strategic Management, Mg.Hill.
- 2- Wheelen, T. L., & Hunger, J. D. (2017). Strategic management and business policy. pearson.

**16. The Topics:**

<b>Lecture No</b>	<b>Topic</b>
<b>1</b>	<b>Basics of Strategic Management: (Origin, concept and importance)</b>
<b>2</b>	<b>Goals, challenges and dimensions</b>
<b>3</b>	<b>Strategic manager &amp; Stages of strategic management</b>
<b>4</b>	<b>Strategic Thinking &amp; Strategic Planning&amp; Strategic Levels</b>
<b>5</b>	<b>- Strategic Analysis of Internal Environmental (Porter )</b>
<b>6</b>	<b>- Strategic Analysis of External Environmental Factors (Porter SOWT)</b>
<b>7</b>	<b>Mid term</b>
<b>8</b>	<b>Strategic Orientation (Strategy Formulation)</b>
<b>9</b>	<b>Strategic Alternatives</b>
<b>10</b>	<b>Strategic Choice</b>
<b>11</b>	<b>Strategic Intelligence, Business Intelligence, Competitive Intelligence, Competitive Success</b>
<b>12</b>	<b>Implementation and Execution of Strategy through Implementation Models (McKinsey)</b>
<b>13</b>	<b>Strategic Evaluation and Control</b>
<b>14</b>	<b>Case Studies</b>
<b>15</b>	<b>Final Examination</b>

**17. Peer review**

**Main Lecturer incharged**

**Head of The Department**