

Course Description Template: Strategic Management

1. Course Name:	
Strategic Management	
2. Course Code:	
WBA-31-01	
3. Semester/Year:	
The first course	
4. Date of preparation of this description:	
15/9/2025	
5. Available Forms of Attendance:	
Came	
6. Number of Hours (Total) / Number of Units (Total):	
3 Hours / 3 Units	
7. Course Administrator Name	
الاسم: ا.م.د. صلاح مهدي عباس حبيب اليساري الإيميل: salah.ma@g.uowa.edu.iq	
8. Course Objectives	
<ul style="list-style-type: none"> ✓ Introducing the student to the basic concepts of strategic management and its importance in achieving the competitive advantage of organizations. ✓ Providing the student with the ability to analyze the external environment of the organization (opportunities and threats) and the internal environment (strengths and weaknesses). ✓ Enable the student to understand how to formulate the vision, mission, and strategic goals of the organization. ✓ Train the student to use strategic analysis tools to formulate strategies at the organization and business unit level. ✓ Introduce the student to the requirements of implementing the strategy and monitor it to ensure the achievement of the desired goals. 	<p>Course Objectives</p>

9. Teaching and Learning Strategies

- ✓ Theoretical lectures to explain strategic concepts and models.
- ✓ Analyze case studies of real-world companies to understand how strategies are applied.
- ✓ Classroom discussions and brainstorming to develop critical thinking skills.
- ✓ Prepare applied research and reports (e.g., SWOT analysis for a specific organization).
- ✓ Linking theoretical concepts with learning methods.

Strategy

10. Course Structure

Evaluation Method	Learning Method	Name of Unit or Topic	Required Learning Outcomes	Hours	Week
Oral questions	Lecture + Discussion	Chapter One: Basic Concepts in Strategic Management.	Understand the nature and importance of strategic management.	6	1-2
Classroom Participation	Lecture + Workshop	Chapter Two: Formulating the Vision, Mission and Strategic Objectives.	Ability to formulate the vision, mission, and goals of the organization.	3	3
Short Test	Lecture + Case Study	Chapter Three: Analysis of the External Environment (PESTEL, Porter's Five Forces).	Analyze the organization's external environment and identify opportunities and threats.	6	4-5
duty	Lecture + Practical Training	Chapter Four: Internal Environment Analysis (VRIO, SWOT).	Analyze the internal environment and identify strengths and weaknesses.	6	6-7
Exam score	Written exam	Midterm Exam (First).	Assess the student's understanding of the fundamentals of strategic analysis.	3	8
Classroom Participation	Lecture + Examples	Chapter Five: Formulating Strategy at the Business Unit Level (Competition Strategies).	Understand how to formulate competitive strategies.	6	9-10
duty	Lecture + Discussion	Chapter Six: Formulating the Organization-Wide Strategy (Growth and Diversification	Understand how to formulate strategies at the organization level.	6	11-12

		Strategies).			
Short Test	Lecture + Case Study	Chapter Seven: Implementation of the Strategy.	Identify the requirements for transforming the strategy into a practical reality.	3	13
Oral questions	Lecture + Discussion	Chapter Eight: Strategic Control and Evaluation.	Understand how to measure performance and ensure that goals are achieved.	3	14
Final exam	Writing / Attendance	Final exam.	A comprehensive assessment of the student's understanding of the strategic management methodology.	3	15

11. Course Evaluation

Distribute the score out of 100 according to the tasks assigned to the student, such as daily preparation, daily, oral, monthly, and written exams, and reports..... etc

- A. Daily, Surprise and Oral Exams: 10
- B. Student Activities (Reports, Research, Participation): 10 marks
- c. Monthly exam (two months): 30 marks
- d. Final Exam: 50

Total = 100 Marks

12. Learning and Teaching Resources

1. Strategic Management: Concepts, Processes and Case Studies - by Dr. Zakaria Mutlak Al-Douri.
2. "Strategic Management: Concepts and Cases" by Fred R. David.

Required Textbooks