**Course Syllabus**

**Instructor’s Name**

**MKT 450- Strategic Management**

**Spring, 2021**

**Lecture Time and Location:**

**MKT 450/51:** xxxxxxxxxxxxx

**Contact Information:**

**Location:** 1st floor, Management & Marketing Department

**Office:** 24986095

**Email:** xxxxxxxxxxxxx

**Social media:** xxxxxxxxxxxxx

**Office hours:** xxxxxxxxx

**Course**

**Materials:** xxxxxxxxxxxxxx

# Course Description

A capstone course that discusses strategic management concepts and models. The course integrates organization functional areas to strategic planning process. Considerations are given to the environmental and international elements as well as ethical and technological dimensions of decision making related to strategy formation, implementation, and evaluation: case method is an essential tool in teaching the course.

This course seeks answers to the question of why some firms perform better than others. Success in business requires the firm to develop a strategy that creates a sustainable competitive advantage. This course presents a framework for analyzing and thinking about how a firm can do this. The essence of the framework is that a firm needs to develop and manage its internal resources and capabilities in relation to its external environment.

The course will explore the underlying principles of strategy formulation, including the analysis of industries and competition, and the appraisal of firms’ resources and capabilities, and will consider their application in different business contexts, covering a diverse set of companies and industries.

The course is concerned not just with analysis but also with decisions. You will be asked to take the role of a senior executive in the companies that we are discussing, or an adviser to that executive. As such, this course will help you integrate your knowledge of the functional areas of business into a holistic view of the firm. Strategy can be uncomfortable because the questions and answers are often ambiguous and the solutions unclear.

# Course Learning Objectives (CLOs)

The college of business administration (CBA) at Kuwait University is accredited by the Association to Advance Collegiate School of Business (AACSB), which represents the highest standards of achievement worldwide for business schools. In line with maintaining such standards, each program at the CBA has developed a set of objectives that our graduates will achieve at the end of their learning experience. Therefore, the following goals are specifically mapped to MKT 450.

At the end of this course our graduates shall be able to:

* 1. **Recognize** the implications of a proposed business decision from a variety of diverse, internal and external, stakeholder perspectives.
  2. **Evaluate** the integrity of the supporting evidence and data for a given decision
  3. **Analyze** a given business decision using integrative techniques, structures, and frameworks
  4. **Integrate** the appropriate technological tools (whether computer-based or otherwise) to analyze and solve a business problem.
  5. **Incorporate** the appropriate tools (whether computer-based or otherwise) to present analysis results.
  6. **Create** a clear, concise, and audience-centered presentations and documents.
  7. **Analyze** business problems using suitable business theories and techniques.
  8. **Structure** logic and frame quantitative analysis to solve business problems.

**CLO Mapping to CBA Skill Based Competency Goals\***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| CLO | Competency Goal | | | |
| Analytical | Communication | Information Technology | Business Ethics |
| 1 | R |  |  |  |
| 2 | R |  |  |  |
| 3 | R |  |  |  |
| 4 |  |  | A |  |
| 5 |  | A | A |  |
| 6 |  | A | A |  |
| 7 | R |  |  |  |
| 8 | R |  |  |  |

# Type of Emphases:

* **(I)ntroduce:** Students will be introduced to the skill and their grasp of it assessed in the course.
* **(A)pply:** The course will not cover the skill. Students should have a high-level grasp of the skill and are required to apply it in the course.
* **(R)einforce:** Students should have an introductory-level grasp of the skill and the course will improve their mastery to a higher level.

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\* CBA Competency Goals can be found at the end of this document

# Course Format

**Class Rules**

# Student Assessment Measures

**Summary of Evaluation Criteria**

|  |  |
| --- | --- |
| **Detailed Evaluation Areas** | |
|  |  |
|  |  |
|  |  |
|  |
|  |  |
|  |  |
| **Final** |  |
| **Total** | **100%** |

**Grading Distribution:**

|  |  |
| --- | --- |
| Grade | Range |
| A |  |
| A- |  |
| B+ |  |
| B |  |
| B- |  |
| C+ |  |
| C |  |
| C- |  |
| D+ |  |
| D |  |
| F |  |

# Academic Integrity

As in any class, all individual assignments must be written by you and contain your own thoughts and perspectives. However, collaboration with others is allowed and even encouraged. As you will see in class, discussion with others frequently leads to new insights, approaches, and understanding. When you collaborate with others, you *may* reach common conclusions. If this happens, *each person must still submit a separate assignment written in her or his own words.* If you work with anyone else when completing an individual assignment, simply note this on your paper, underneath your name: “Collaborated with**…” MLA guidelines for references** and citations are to be followed as well.

*A failure to disclose collaboration with other students will result in a “0” grade on the assignment for all parties involved.* Plagiarism and other forms of academic dishonesty will result in a “0” on the assignment and may result in an “F” for the course if the infraction occurs for a major assignment.

# Cheating and Plagiarism

Cheating and Plagiarism will not be taken lightly. The faculty will enforce university policies. Please refer to your student manual also can be found in the university website

**http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf**

**Attendance**

University Policy allows students attending:

Monday, Wednesday Classes [2|4]. You will receive First Warning after 2 absences; Second and Final Warning after another 2 which brings your total to 4;

Sunday, Tuesday, Thursday Classes [1|3|5]. You will receive First Warning after 3 absences; Second and Final Warning after another 3 which brings your total to 6.

**CBA’s Undergraduate Program Learning Goals:**

**LG1. Ethical Skills:** A CBA graduate shall be able to recognize ethical issues present in business environment, analyze the tradeoffs between different ethical perspectives, and make a well-supported ethical decision.

**Student Learning Objectives:**

1.1. Identify the ethical dimensions of a business decision.

1.2. Recognize and analyze the tradeoffs created by application of competing ethical perspectives.

1.3. Formulate and defend a well-supported recommendation for the resolution of an ethical issue.

**LG2. Decision Making Skills:** A CBA graduate shall be able to recognize the extent of the implications of business decisions, evaluate different proposals based on available facts, and make a well-supported business decision.

**Student Learning Objectives:**

2.1. Recognize the implications of a proposed business decision from a variety of diverse, internal and external, stakeholder perspectives.

2.2. Evaluate the integrity of the supporting evidence and data for a given decision based on business principles.

2.3. Analyze a given business decision using integrative techniques, structures, and frameworks.

**LG3. IT and Computer Skills:** A CBA graduate shall demonstrate capabilities in using general-purpose computer applications

**Student Learning Objectives:**

3.1. Use a word-processing application to type and format a business document.

3.2. Use a data-processing application to analyze or solve a business problem.

3.3. Use a presentation-making application to prepare a slideshow for a business issue.

**LG4. Communication Skills:** A CBA graduate shall be able to communicate effectively in a wide variety of business settings.

**Student Learning Objectives:**

4.1. Deliver clear, concise, and audience-centered presentations.

4.2. Write clear, concise, and audience-centered business documents.

**LG5. Analytical Skills:** A CBA graduate shall be able to apply quantitative and qualitative methods to solve business problems.

**Student Learning Objectives:**

5.1. Use appropriate tools to solve a given business problem.

5.2. Analyze business problems using suitable business theories and techniques.

5.3. Structure logic and frame quantitative analysis to solve business problems

***Tentative Schedule***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Week*** | ***Class*** | ***Day/Date*** | ***Chapter*** | ***Other Comments*** |
| ***1*** | ***1*** |  |  |  |
| ***2*** |  |  |  |
| ***2*** | ***3*** |  |  |  |
| ***4*** |  |  |  |
| ***3*** | ***5*** |  |  |  |
| ***6*** |  |  |  |
| ***4*** | ***7*** |  |  |  |
| ***8*** |  |  |  |
| ***5*** | ***9*** |  |  |  |
| ***10*** |  |  |  |
| ***6*** | ***11*** |  |  |  |
| ***12*** |  |  |  |
| ***7*** | ***13*** |  |  |  |
| ***14*** |  |  |  |
| ***8*** | ***15*** |  |  |  |
| ***16*** |  |  |  |
| ***9*** | ***17*** |  |  |  |
| ***18*** |  |  |  |
| ***10*** | ***19*** |  |  |  |
| ***20*** |  |  |  |
| ***11*** | ***21*** |  |  |  |
| ***22*** |  |  |  |
| ***12*** | ***23*** |  |  |  |
| ***24*** |  |  |  |
| ***13*** | ***25*** |  |  |  |
| ***26*** |  |  |  |
| ***14*** |  |  |  |  |
|  |  |  |  |
| ***-*** |  |  |  |