



**Ministry of Higher Education and Scientific Research  
Supervision and the calendar of Scientific  
Research and Accreditation  
Academic**

# **Academic program and course**

**2024**

**Academic program description form**

University Name: .....

Faculty/Institute: .....

Scientific Department: .....

Academic or Professional Program Name: .....

Final Certificate Name: .....

Academic System: .....

Description Preparation Date:

File Completion Date:

Signature:

Head of Department Name:

Date:

Signature:

Scientific Associate Name:

Date:

Check the file before

Division of Quality Assurance and University Performance

Name of the director of the Quality Assurance and University

Performance Division:

the date

the signature

**Authentication of the Dean**

## Material description form

Understanding the basics of strategic management, the ability to formulate a vision, mission and goals, diagnosing the components of the external environment, knowing the basic areas of the internal environment, the ability to diagnose strengths, weaknesses, opportunities and challenges – using business portfolio models, identifying the scope of the comprehensive strategy and possessing knowledge of methods of competition and leadership, building advantage and formulating Strategic plans, formulation of operational plans, development of performance evaluation indicators and standards...and the student possesses knowledge in the field of developing strategic options that contribute to achieving competitive advantage and leadership. Understanding strategic formulation processes, developing students' abilities to develop strategic options or strategic alternatives at the organization level, at the business unit level, competitive functional strategies, diagnosing areas of strategy implementation, knowing the basics of strategic control, and methods for enhancing the work of an effective control system.

Ministry of Higher Education and Scientific Research	<b>Educational institution</b>
Business Management	<b>Scientific department/center</b>
Strategic management	<b>Subject Name</b>
BakaloRYou administration Business(in my presence)	<b>Available attendance forms</b>
third level	<b>Chapter / First</b>
45 hours	<b>Number of study hours (total)</b>

	program Accreditation Approved
the activities Research And the scenes And studies the condition And studies reconnaissance For some Locations Self Relevance With the material Like drains And companies Manufacturing And service And the application in Institutions Country.	Influences External The other
1/6/2024	<b>Date this description was prepared</b>

### **Course objectives:**

- Providing the student with a cognitive skill about the concept, specifications, and importance of concepts specialized in strategic management in terms of concepts, principles, foundations, and how to apply them in business organizations. .1
- Providing the student with a knowledge skill about the importance and role of strategic management and formulating strategies to achieve creativity and competitive advantage. .2
- Providing students with basic information that enables them to understand the set of skills available in the administrative organization .3
- Enabling the student to deal with the data of the contemporary business environment. .4
- Enhancing the student's capabilities in achieving a strategic response to business challenges. .5
- Avoid improvisation and adopt an organized work approach to achieve long-term goals. .6
- The student will have knowledge of how to develop strategic options that contribute to achieving competitive advantage and leadership. .7
- It enables the student to: understand strategic formulation processes and develop students' abilities to develop strategic options. .8
- It enables the student to: Know the basics of strategic control and methods to enhance the work of an effective control system. .9

9- Outputs The decision And methods education And learning And evaluation

A- Knowledge And understanding  
 identification requester With concepts the basic For (1  
 management The strategy  
 Absorption Phase Scientific Administration The strategy. (2  
 Identify data environment Business Contemporary And how (3  
 Dealing with her.  
 knowledge the aim And the reason And the latent behind adoption (4  
 approach Strategic in Practices Organizations Business.

B -Skills Private With the topic  
 Formula Vision And a message For organizations Business. (1  
 development skills requester in area Analysis Strategic. (2  
 Enable requester from Preparation Plans The strategy And (3  
 plans Annual operational

C- Skills Thinking  
 development skills Thinking Analytical (1  
 development skills Thinking Creative. (2

### Methods education And learning

Lectures, (1  
 duty my house. (2  
 cases Study. (3  
 Rings Discussion. (4  
 game Roles. (5

### Methods Evaluation

Share Daily. (1  
 Exams monthly. (2  
 Duties And solutions Cases Scholarship. (3  
 Imhan quarterly (4

### D- Skills the public And the rehabilitation Movable (Skills The other Related Capable recruitment And evolution personal)

Developing persuasion and persuasion skills. (1  
 Develop leadership and influencing skills. (2  
 Developing teamwork skills. (3  
 Developing the student's ability to deal with evaluative methods. (4  
 Dr2. Developing the student's ability to deal with the World Wide Web (5  
 (Internet)  
 Dr3. Developing the student's ability to deal with external sources and (6

references.

10- Course structure

road Evaluation	road education	name Unit /or the topic	Outputs Learning required	hours	the week
sharing And discussions Daily And an exam Kozo Monthly	introduction - You swear lecture to several Axes And enhanced I remember Examples PowerPoint and use Questions And discuss <b>And</b> Answer Betty- Summary	Concepts Administration The strategy	Absorption basics Administration The strategy	3	the first
sharing And discussions Daily	introduction - You swear lecture to several Axes And enhanced I	Orientatio n Strategic	Ability on editing Vision And a message	3	The second + the

And an exam Kozo Monthly	remember Examples PowerPoint and use Questions And discuss <b>And</b> Answer Betty- Summary		And goals		third
sharing And discussio ns Daily And an exam Kozo Monthly	introduction - You swear lecture to several Axes And enhanced I remember Examples PowerPoint and use Questions And discuss <b>And</b> Answer Betty- Summary	Analysis Strategic For the environme nt External	Diagnosis ingredients the environmen t External	3	the fourth
sharing And discussio ns Daily And an exam Kozo Monthly	introduction - You swear lecture to several Axes And enhanced I remember Examples PowerPoint and use Questions And discuss <b>And</b> Answer Betty- Summary	Analysis Strategic For the environme nt Interior	knowledge Domains the basic For the environmen t Interior	3	Fifth
sharing And discussio ns Daily And an exam Kozo Monthly	introduction - You swear lecture to several Axes And enhanced I remember Examples PowerPoint and use Questions And discuss <b>And</b> Answer Betty- Summary	analysis Situation Strategic	Ability on Diagnosis points Power And weakness And opportunitie s And challenges	3	VI
<b>Exam monthly the first</b>				Seventh	
sharing And discussio ns Daily And an exam	introduction - You swear lecture to several Axes And enhanced I remember Examples PowerPoint and use	the choice Strategic	Use Forms governor Business	3	VIII- Ninth

Kozo Monthly	Questions And discuss <b>And</b> Answer Betty- Summary				
sharing And discussions Daily And an exam Kozo Monthly	introduction - You swear lecture to several Axes And enhanced I remember Examples PowerPoint and use Questions And discuss <b>And</b> Answer Betty- Summary	The strategy on level the organization	Identify on Domain The strategy Comprehensive	3	The tenth
sharing And discussions Daily And an exam Kozo Monthly	introduction - You swear lecture to several Axes And enhanced I remember Examples PowerPoint and use Questions And discuss <b>And</b> Answer Betty- Summary	The strategy on level lonliness Business	to have knowledge Methods Competition And constructive Advantage Competitive ness	3	eleven th
sharing And discussions Daily And an exam Kozo Monthly	introduction - You swear lecture to several Axes And enhanced I remember Examples PowerPoint and use Questions And discuss <b>And</b> Answer Betty- Summary	The strategy on the level Career	Diagnosis fields to implement The strategy	3	twelve th
<b>Exam monthly the second</b>				Thirteenth	
sharing And discussions Daily And an exam Kozo Monthly	introduction - You swear lecture to several Axes And enhanced I remember Examples PowerPoint and use Questions And discuss <b>And</b> Answer	Implementation The strategy	editing Plans strategy editing Plans Operational	3	fourte enth



	Betty- Summary				
sharing And discussio ns Daily And an exam Kozo Monthly	introduction - You swear lecture to several Axes And enhanced I remember Examples PowerPoint and use Questions And discuss <b>And</b> Answer Betty- Summary	Censorship The strategy	development Indicators And standards evaluation the performance	3	Fiftee nth

### **Infrastructure::Use of computers, films, and live video lectures**

Zakaria Mutlaq Al-Duri(2009)Strategic management:Concepts and case studies"Ammaan Jordan

**1- Required prescribed books**

And I won't deny it(2015)Strategic management"International House for Publishing and Distribution, Beirut, Lebanon.

**2- Main references(Sources)**

Harvard business school

**Recommend ed books and references**

Websites of Arab universities(In order to analyze its strategic direction and the plans it adopts).

**glad Arabs , Lectures in Administration The strategy , Forum search Scientific ,www..rsscrs..info-**

**B - Electronic references, Internet sites....**

### **Course development plan**

To rely on a set of vocabulary words that are added to the curriculum and work to apply them in... And submit proposals to the department to update (10–20% of vocabulary. By presenting a scientific report on a contemporary topic outside the vocabulary of the subject in question, motivating students to issue

explanatory wall brochures related to the subject's vocabulary and emphasizing local, Arab, and international study cases.