

COURSE DESCRIPTIONS

Faculty	Business				
Department	Business Administration			NQF level	8
Course Title	Advanced Strategic Management	Code		Prerequisite	none
Credit Hours	3	Theory		Practical	
Course Leader	Prof: Ali Falah Al-Zoubi	email	a.alzoubi@jadara.edu.jo		
Lecturers	Prof: Ali Falah Al-Zoubi	emails	a.alzoubi@jadara.edu.jo		
Lecture time	16.30-15.00, Saturday 15.00-16.30, Monday	Classroom	Face time /// D311		
Semester	1 st Semester 2025-2026	Production	10-7-2024	Updated	5-10-2025
Awards	Master			Attendance	Full time

Short Description
This course aims to introduce students to the main basic concepts of strategy and strategic management and to identify the vital links supporting them, namely wisdom, governance of organizations and social responsibility of the organization, and to identify the intellectual requirements for them, namely strategic thinking, strategic intelligence and strategic decision, as well as to identify their procedural processes, which are the process of environmental audit of the internal and external environment, strategy formulation and key performance indicators, strategy implementation and control process, industry analysis and the degree of Competitiveness and identification of the strategy model with four components of the environmental survey process and the formation of the strategy through the vision, mission, strategies and policies, the application of the strategy through programs, budgets and procedures, conducting the evaluation and control process and correcting the course after detecting errors and identifying the strategic choice and strategic alternatives and strategic leadership, and then studying a number of practical applied study cases and benefiting from their lessons.
Course Objectives
The aim of this course is to identify the following objectives: 1) Introduce the student to the concepts, usefulness and model of strategic management. 2) Describe the role and responsibilities of the Board of Directors in the governance of the organization. 3) Identify ethics and social responsibility and their relationship to the governance of the organization. 4) Identify the variables of the organization's environment, its strategic importance and its role in the strategic decision. 5) Understand the environmental analysis process and choose the best alternatives to achieve competitive advantage. 6) Know the strategies applied by the organization to reach the set goals. 7) Understand the process of forming the strategy and applying it on the ground. 8) Know the evaluation and control process to ensure the proper functioning of the drawn strategic plan and the process of detecting and correcting errors.

Learning Outcomes	
A. Knowledge - Theoretical Understanding	
a1. Defines and defines the basic concepts and practices related to strategy& learns about strategic management and remembers the main functions of strategic management and the importance and role of strategic management in the success of the organization. a2. The student learns about social responsibility, work ethics and communication with the local community surrounding the organization & knowledge of the tools and means of wisdom and governance, which serve as the supporting links for strategic management.	
B. Knowledge - Practical Application	
b1. The student knows the intellectual requirements of strategic management in business organizations, which are strategic thinking, strategic intelligence and strategic decisions. b2. The student learns about the process of formulating the strategy, implementing the strategy and controlling it& knows the procedural processes of strategic management, namely environmental surveying and performance indicators.	
C. Skills - Generic Problem Solving and Analytical Skills	
c1. is the only one that has been in the middle of the student participating in all activities, events and programs related to the field of business administration, especially the strategic axis .	
D. Skills - Communication, ICT, and Numeracy	
c2. is the only one that has been in the middle of the student trying to make and complete a strategic plan with all its axes to an organization in the economic sector he desires.	
E. Competence: Autonomy, Responsibility, and Context	
Teaching and Learning Methods	
☒ Face-to-face lectures ☒ Brainstorming ☐ Synchronous remote ☒ Research project ☐ Case study ☐ Use Video ☒ Discussions ☒ Remote Asynchronous ☒ Problem Solving ☐ Field Visit	
Assessment Methods	
☐ Formative assessment ☒ Short exam ☐ Lab test ☒ Homework ☒ Project Evaluation ☒ Presentation ☒ Midterm Exam ☒ Final Exam	

Course Contents					
Week	Hours	CLOs	Topics	Teaching & Learning Methods	Assessment Methods
1.	3	a1	Chapter 1: Introduction to Strategy and Strategic Management	Face-to-face lectures + brainstorming + discussions	Participation
2.	3	a1	Chapter 1: Introduction to Strategy and Strategic Management	Face-to-face lectures + brainstorming + discussions	Individual Assignment
3.	3	a2	Chapter 2: Vital Circles Supporting Strategic Management "Wisdom, Governance and Social Responsibility"	Face-to-face lectures + brainstorming + discussions +Research Project	Discussion
4.	3	b1	Chapter 2: Vital Circles Supporting Strategic Management "Wisdom, Governance and Social Responsibility"	Face-to-face lectures + brainstorming + discussions +Research Project	Individual Assignment

5.	3	b2	Chapter 3: Intellectual Requirements for Strategic Management "Strategic Thinking, Strategic Intelligence and Strategic Decision	Face-to-face lectures + brainstorming + discussions +Research Project	discussion
6.	3	a2	Chapter 3: Intellectual Requirements for Strategic Management "Strategic Thinking, Strategic Intelligence and Strategic Decision	Face-to-face lectures + brainstorming + discussions +Research Project	Discussion and Individual Assignment
7.	3	C1	Chapter 4+5: rocedural processes for strategic management (environmental survey and strategy formulation)	Face-to-face lectures + brainstorming + discussions	
8.	3	C2	Chapter 4+5: rocedural processes for strategic management (environmental survey and strategy formulation)	Face-to-face lectures + brainstorming + discussions +Research Project	Presentation and Discussion
9.	3	b1	Midterm Exam	Face-to-face lectures + brainstorming + discussions +Research Project	Individual Assignment
10.	3	a2	Chapter 6+7: Procedural processes for strategic management (key performance indicators and strategy implementation)	Face-to-face lectures + brainstorming + discussions +Research Project	Presentation and Discussion
11.	3	C1	Chapter 6+7: Procedural processes for strategic management (key performance indicators and strategy implementation)	Face-to-face lectures + brainstorming + discussions +Research Project	Written exam
12.	3	a2	Chapter 8: Strategic Control	Face-to-face lectures + brainstorming + discussions +Research Project	Quiz
13.	3	b1	Chapter 8: Strategic Control	Face-to-face lectures + brainstorming + discussions +Research Project	Quiz
14.	3	C1+ b2	Chapter 9: Strategic Leadership	Face-to-face lectures + brainstorming + discussions +Research Project	Individual Assignment
15.	3	a2+ b1	Chapter 10: Strategic Selection	Face-to-face lectures + brainstorming + discussions +Research Project	
16.	2	ALL	Final Exam		

Infrastructure	
Textbook	-Wheelen T.,Hunger, D., Hoffman, A., and Bamford, C. (2021). Strategic Management and business policy: Globalization, Innovation, and Sustainability, 15 th edition, pearson prentice hall ,Inc. - ناصر الدين يعقوب (2019) الاستراتيجية منهج الممارسات المتكاملة ، منشورات جامعة الشرق الأوسط، عمان :الأردن.
References	- Pearce & Robinson (2009) Strategic Management ,11 th ed, Mc graw Hill. - Lumpkin & McNamara (2014) Strategic Management text and cases,7 th ed, Mc Graw Hill education. -الدوري ، زكريا مطلق (2019) الادارة الاستراتيجية مفاهيم وعمليات وحالات تطبيقية ، ط2، دار اليازوري للنشر والتوزيع ، عمان :الأردن.
Required reading	- ناصر الدين يعقوب (2019) الاستراتيجية منهج الممارسات المتكاملة ، منشورات جامعة الشرق الأوسط ، عمان :الأردن.
Electronic materials	E-material+E-learnig
Other	Website / Website by requirement, distance learning, search engines

Course Assessment Plan								
Assessment Method		Grade	CLOs				c1	
			a1	a2	b1	b2		
First (Midterm)		15	5	5	5			
Second (if applicable)								
Final Exam		25	5	5	5	5	5	
Coursework		60						
Coursework assessment methods	Assignments	10	5				5	
	Case study	10			5	5		
	Discussion and interaction	5			5			
	Group work activities	5	5					
	Lab tests and assignments	5		5				
	Presentations	10		5		5		
	Quizzes	15	5	5			5	
Total		60	25	25	20	15	15	100

Plagiarism
Plagiarism is claiming that someone else's work is your own. The department has a strict policy regarding plagiarism and, if plagiarism is indeed discovered, this policy will be applied. Note that punishments apply also to anyone assisting another to commit plagiarism (for example by knowingly allowing someone to copy your code). Plagiarism is different from group work in which a few individuals share ideas on how to carry out the coursework. You are strongly encouraged to work in small groups, and you will certainly not be penalized for doing so. This means that you may work together on the program. What is important is that you have a full understanding of all aspects of the completed program. To allow proper assessment that this is indeed the case, you must adhere strictly to the course work requirements as outlined above and detailed in the coursework problem description. These requirements are in place to encourage individual understanding, facilitate individual assessment, and deter plagiarism.