



College of Business  
Department of Business Administration

M.A Study Plan  
Major Strategic Management,  
Track Comprehensive  
Academic Year 2023/2024

Study Plan Credit hours ( 33 )

Type of Program: **Blended**

Teaching Type	Percentage of study plan hours/number	Actual Ratio
Complete Online E-Learning	20% - 10% Maximum	%18
Blended learning (for humanities)	60% - 40% Maximum	%45
Blended learning (for scientific majors)	50% - 30% Maximum	
Face-to-face learning (for humanities)	20% Minimum	%37
Face-to-face learning (for scientific majors)	30% Minimum	

Note: The learning types of the courses are disseminated at all academic levels in the program



### Department Vision

Entrepreneurship and excellence in education, academic and research learning in Business administration, Strategic Management and Human resources management at the local and regional levels.

### Department Mission

Preparing scientifically qualified staff equipped with knowledge and skills of business administration, strategic management, human resource management and professional ethics that is able to work in all areas of business organizations, to meet the needs of the local and regional community, in accordance with local and international quality criteria.

### Program Mission

Providing distinguished academic programs in strategic management supported by knowledge, skills and professional ethics through qualified staff capable of keeping pace with local and international standards in accordance with the e-learning inclusion criteria.

### Educational Program Objectives

1. Promoting graduates' knowledge in the field of strategic management, general knowledge and the use of technology in the field of strategic management.
2. Developing specialized scientific and applied skills in the field of strategic management and linking them to labor market.
3. Developing the skills and competencies of students to tackle the problems using the statistical and quantitative methods in decision-making.
4. Developing students' skills and competencies in scientific research in the field of business administration.
5. Directing students to adapt to environmental changes and professional and ethical values in business organizations.
6. Developing teaching staff capable of keeping pace with technologies in the field of education.



### Educational Program Outcomes

The expected outcomes of this program are preparing graduates competent in:

1. Identifying recent trends and commitment to the professional ethics system in the fields of strategic management.
2. Clarifying strategic managements' related knowledge and skills.
3. Using scientific methods and information technology to analyze different managerial situations and problems.
4. Analyzing of critical thinking skills (quantitative and qualitative) in business.
5. Employing modern administrative concepts to deal with contemporary strategic management problems.
6. Developing solutions to the managerial problems facing business organizations.



## Plan Contents

First: The study plan for a master's degree consists of a major in Management (comprehensive) track of (33) credit hours disseminated as follows:

Track	Requisite Type	Credit Hours	Percent %
Comprehensive	Compulsory Major Requisite	24	%73
	Elective Major Requisite	9	%27
Total		<b>33</b>	<b>100%</b>

## Coding system approved by the University

X	X	X	X	11	2	
Sequence		Course Level		Knowledge domain	Major Code	College Code



Second: the comprehensive Track

A. Compulsory Requisites (24) credit hours:

Teaching type			Course Number	Course Title	Credited Hours	Pre-Requisite
Online E-Learning	Blended	Face-to-Face				
		X	201030701	Scientific Research Methodology For Business Students	3	--
X			2110701	Strategic Leadership	3	--
	X		2110708	Strategic Entrepreneurship	3	--
	X		2110702	Organization Strategy	3	--
		X	2110703	Strategic Analysis Models	3	--
	X		2110704	Contemporary Issues In Strategic Management	3	--
		X	2110707	Total Quality Management Strategy	3	--
	X		21010702	Advanced Organization Theory	3	--
<b>Total</b>					<b>24</b>	

B. Elective Requisites (9) credit hours chosen by the student from the following courses:

Teaching type			Course Number	Course Title	Credited Hours	Pre-Requisite
Online E-Learning	Blended	Face-to-Face				
	X		2110706	Strategic Risk Management	3	--
		X	20130703	Operations Management	3	--
		X	20810703	Human Resources Management Strategy	3	--
	X		21020705	Change and Crisis Management	3	--
	X		20110708	International Business management	3	--
		X	20110704	Strategic Management	3	--
X			2110705	Strategic Thinking	3	--
	X		21010703	Organizational Behavior	3	--
<b>Total</b>					<b>9</b>	



## Course Description

### **(21030701) Scientific Research Methodology for business students (3) face to face**

This course aims to clarify the concept of scientific research and its role in supporting decisions in business organizations. It deals with all stages of the scientific research process, including defining the research problem, defining variables, choosing research design, formulating hypotheses, collecting data, testing study hypotheses, interpreting results, writing the final report and references. This course also addresses the description of data by organizing and displaying it, then calculating measures of central tendency and measures of dispersion for it, and studying the linear relationship between variables, including the correlation coefficient and the regression equation. The course also includes the normal distribution, the t distribution, the F distribution, the topic of sampling, and the sampling distributions, consequently the student can study estimation and test hypotheses related the population mean, the difference between two population means, analysis of variance, and simple and multiple regression.

### **(21110708), Strategic Entrepreneurship (3, n: 3, p: 0): Blended**

Strategic leadership melds the principles of leadership and strategy into a unified perspective, aiming to foster wealth and competitiveness. In this course, students will learn to pinpoint opportunities and challenges within the external environment, analyze resources and capabilities internally, and devise and execute entrepreneurial strategies suited to the given context and goals. Moreover, they will be introduced to successful instances of organizations excelling in strategic leadership. Throughout the course, students will apply these concepts and tools to actual case studies and projects.

### **(21110701), Strategic leadership, (3 hours 3, n: 3, p: 0): online**

This course delves into the role of leadership in contemporary management techniques and its importance in adapting organizations to current changes. It covers essential administrative skills including meeting and time management, reporting, presentation, and negotiation. Additionally, the course emphasizes the decision-making process and its crucial role in effective management.

### **(20110704), Strategic Management, (3 hours, n: 3, p: 0): face to face**

This course aims to clarify the basic concepts related to the organization's strategy, scientific theories in the field of strategic management, and identify the types and forms of strategies at all managerial levels. In addition to providing students with how to build the general framework for strategic management, which includes environmental scanning, strategy formulation, implementation and evaluation. It also aims to provide students with the skills, knowledge and tools necessary to analyze and choose strategic alternatives and apply them in accordance with the variables of the surrounding environment in large and small businesses, entrepreneurial projects and non-profit organizations.

### **(21110702), Organizational Strategy, (3 hours, n: 3, p: 0): Blended**



This course delves into the organizational and leadership challenges—as well as opportunities—that multi-business companies confront. It offers students a distinctive insight into how such companies can craft a vision, devise strategies for resource allocation, and foster synergies across their portfolio. Utilizing the case study method, we will examine both triumphant and unsuccessful corporate strategies.

**(21110703), Strategic Analysis Models, (3 hour, n: 3, p: 0): face to face**

This course delves into the concepts and processes of strategic management, highlighting the importance of vision, mission, and organizational goals. It also underscores the role of corporate governance and stakeholder management. On the external analysis front, we explore Porter's Five Forces model, the public environment, competitive scenarios, and local contexts. Turning inwards, our focus shifts to internal analysis tools such as the value chain analysis, the resource-based view of firms, performance evaluation methods, the balanced scorecard, and strategic mapping.

**(21110704), Contemporary Issues in Strategic Management, (3 hours, n: 3, p: 0): Blended**

This course delves into a comprehensive exploration of contemporary strategic and administrative challenges, promoting constructive and scientific critique. Students will engage in organizational analysis, identifying core issues while employing cutting-edge methods. A primary objective is to enhance professional skills, blending theory with practical experiences to foster advanced knowledge and critical thinking. Specific topics covered include public policy, investments, project management, modern management techniques, knowledge management, and other emergent issues in the management field.

**(20810703), Human Resources Management Strategy, (3 hours, n: 3, p: 0): face to face**

This course provides an in-depth exploration of the fundamental concepts of strategic management within organizations, particularly focusing on the intersection with human resource management from a strategic standpoint. The curriculum elucidates the pivotal role and significance of human resource management within the broader strategic framework of an organization. It defines the concept of human resource management, its various subfields, and elaborates on its essential functions. These functions include human resource planning, recruitment, designation, job description and classification, training and development, performance evaluation, compensation management, and occupational safety. To supplement theoretical knowledge, the course also features applied case studies that equip students with the skills to understand and analyze human resource strategies in a practical and professional manner.

**(21110705), Strategic Thinking, (3 hours, n: 3, p: 0): online**

The course centers on pioneering approaches to addressing work-related challenges and problems. It underscores the requisite skills, attitudes, traits, and behaviors employees must cultivate to think critically. By doing so, participants will be equipped to unearth novel solutions, identify fresh opportunities, and make informed decisions.

**(21110706), Strategic Risk Management (3 hours, n: 3, p: 0): Blended**

The course also emphasizes identifying distinct risk characteristics within business units and enterprises. It delves into decision-making regarding risk reduction while aligning these considerations with the organization's strategic



direction and its capacity to finance operations. Additionally, participants will explore the risks tied to various alternatives and learn about strategic decisions aimed at maximizing value for stakeholders.

**(20130703), Operations Management, (3 hours, n: 3, p: 0): face to face**

This course aims to clarify the basic concepts and basic scientific theories in operations management, in addition to providing students with the most important applications and quantitative models related to production and operations management. The course contains various topics and fields in operations management, such as total quality management, total productivity, inventory management, project management, forecasting and everything related to the activities of the organization in terms of operations, which contributes to the success of the appropriate decision-making process, and access to the managerial decision based on solid scientific foundations.

**(21110707), Total Quality Management Strategy, (3 hours, n: 3, p: 0): face to face**

This course is designed with the primary objective of preparing and equipping students for active participation in quality-focused programs. Through its comprehensive curriculum, students are empowered with the analytical tools and insights necessary to critically evaluate studies specific to this domain. Moreover, they are trained to assess and juxtapose real-world case studies, drawing comparisons and contrasts across a myriad of sectors. The intention is not only to impart theoretical knowledge but also to cultivate a practical understanding, ensuring they are ready to address real-world challenges in diverse operational landscapes.

**(21020705), Change and Crisis Management, (3hours, n: 3, p: 0): Blended**

This course aims to make students knowledgeable of the basic scientific concepts and theories in the field of change and crisis management, and concerns with methods in dealing with change leadership through learning models. The course also focuses on students learning the basics of implementing change programs in their organizations in the future, and the mechanisms of preparing for change and dealing with it in scientific ways. The course also concerns with related topics such as scientific research methods, field surveys, and conflict management in favor of implementing organizational change programs. The course also includes case studies related to change and crisis management, and their analysis, in order to identify and diagnose problems and build multiple scenarios in order to make the appropriate decision.

**(20110708), International Business Management, (3hours, n: 3, p: 0): Blended**

This course aims to provide students with sufficient knowledge of the concepts and theories related to international business management, in addition to providing students with mechanisms and methods for analyzing the main factors that determine competitiveness in different economies and formulating appropriate strategic recommendations. The course includes teaching students how to interpret the complex system of rules that govern the work of international business organizations and build models and frameworks that deal with various circumstances. The studies are divided into three main sections - global business, the development of international industries, and global business strategy. The course also deals with case studies that enable students to diagnose managerial problems in the international context and develop appropriate solutions.

**(21010703), Organizational behavior, (3 hours, n: 3, p: 0): Blended**







This course aims to clarify concepts related to individual and group behavior in organizations, and to focus on theoretical and practical aspects of organizational behavior. The course also deals with behavioral theories that explain human behavior and how to deal with it.

The course also aims to provide students with skills related to understanding and managing behavior within organizations through exposure to key topics in organizational behavior such as personality, perception, attitudes, values, learning, organizational climate, leadership, innovation, communication and informal work groups. The course deals with case studies that enable students to analyze and understand behavioral problems within organizations and develop solutions to deal with them.

### **21010702 Advance organizational theory (3) hybrid**

This course aims to present the basic concepts of organizational theory, its objectives, traditional and modern models in organizational theory, and analysis of the components and approaches of its design, the principles on which it is based, measuring organizational performance, defining the concept of the organization's environment, its components and types, the organization's decline and development, survival techniques, in addition to quality culture, building The design of organizational structures, the main challenges of organizational design, methods of increasing the effectiveness of the organization through management information systems, the relationship of the organization with its environment, international relations, organizational conflict, renewal, change and organizational development in the twenty-first century.