

Course E-Syllabus

1	Course title	Strategic Planning
2	Course number	0906526
3	Credit hours	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	0906420
5	Program title	B.Sc. Industrial Engineering
6	Program code	
7	Awarding institution	
8	School	Engineering
9	Department	Industrial Engineering
10	Level of course	
11	Year of study and semester (s)	Fall (1 st semester) 2020/2021
12	Final Qualification	
13	Other department (s) involved in teaching the course	
14	Language of Instruction	
15	Teaching methodology	<input type="checkbox"/> Blended <input checked="" type="checkbox"/> Online
16	Electronic platform(s)	<input checked="" type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....
17	Date of production/revision	

18 Course Coordinator:

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19 Other instructors:

Name:
Office number:
Phone number:
Email:

Name:
Office number:
Phone number:
Email:

20 Course Description:

As stated in the approved study plan.

This course is designed to introduce nature of strategic planning, development of a strategic plan, Setting vision, mission, and objectives, External evaluation, internal evaluation, analysis and selection of alternatives, Strategy implementation, Strategy review and evaluation, etc. (As per 2005-2006 plan catalog description).

21 Course aims and outcomes:

A- Aims:

B- Intended Learning Outcomes (ILOs):

Upon successful completion of this course, students will be able to:

#	After successful completion of this course, the student will be able to	SO
CLO1	Understand key terms in strategic management, type of strategies, and the importance of strategic planning and its impact on the organization	4
CLO2	Analyze, synthesize and anticipate the effects of strategic choices	4,7
CLO3	Understand differences in business culture and communication across countries	4,6
CLO4	Perform internal and external strategic management auditing	4,6
CLO5	Apply the tools of strategic planning to an organization	4,6,7

22. Topic Outline and Schedule:

Week	Lecture	Topic	Teaching Methods*/platform	Evaluation Methods**	References
1	1.1	Introduction			
	1.2				
	1.3				
2	2.1	Strategic management essentials			
	2.2				
	2.3				
3	3.1	The business Vision and mission			
	3.2				
	3.3				
4	4.1	The External Assessment			
	4.2				
	4.3				
5	5.1	The Internal Assessment			
	5.2				
	5.3				
6	6.1	Strategies in Action			
	6.2				
	6.3				
7	7.1	Strategy Analysis and Choice			
	7.2				
	7.3				
8	8.1	Implementing Strategies: Management and Operations Issues			
	8.2				
	8.3				
9	9.1	Implementing Strategies: Marketing, Finance/Accounting, R&D, and MIS Issues			
	9.2				
	9.3				
10	10.1	Strategy Review, Evaluation, and Control			
	10.2				
	10.3				
11	11.1	Case studies review			
	11.2				
	11.3				
12	12.1				
	12.2				
	12.3				
13	13.1				
	13.2				

	13.3				
14	14.1				
	14.2				
	14.3				
15	15.1				
	15.2				
	15.3				

- Teaching methods include: Synchronous lecturing/meeting; Asynchronous lecturing/meeting
- Evaluation methods include: Homework, Quiz, Exam, pre-lab quiz...etc

23 Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	Period (Week)	Platform
Quizzes, case studies	20%	Weekly topics	Per week	Team/forms
Midterm exam	30%	All covered	Suggested (26/11/2020)	Paper based on campus
Final exam	50%	All covered	TBD	Paper based on campus

24 Course Requirements (e.g: students should have a computer, internet connection, webcam, account on a specific software/platform...etc):

Online course

25 Course Policies:

A- Attendance policies:

B- Absences from exams and submitting assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

F- Available university services that support achievement in the course:

26 References:

A- Required book(s), assigned reading and audio-visuals:

Strategic Management: Concepts and Cases, Fred R. David, 13th Edition, Pearson, 2011

B- Recommended books, materials and media:

27 Additional information:

<i>The B.Sc. in industrial Engineering program enables students to achieve, by the time of graduation the following program learning outcome (SOs)</i>			
1	<i>an ability to identify, formulate, and solve complex engineering problems by applying principles of engineering, science, and mathematics</i>	6	<i>an ability to develop and conduct appropriate experimentation, analyze and interpret data, and use engineering judgment to draw conclusions</i>
2	<i>an ability to apply engineering design to produce solutions that meet specified needs with consideration of public health, safety, and welfare, as well as global, cultural, social, environmental, and economic factors</i>	7	<i>an ability to acquire and apply new knowledge as needed, using appropriate learning strategies</i>
3	<i>an ability to communicate effectively with a range of audiences</i>		
4	<i>an ability to recognize ethical and professional responsibilities in engineering situations and make informed judgments, which must consider the impact of engineering solutions in global, economic, environmental, and societal contexts</i>		
5	<i>an ability to function effectively on a team whose members together provide leadership, create a collaborative and inclusive environment, establish goals, plan tasks, and meet objectives</i>		

Name of Course Coordinator: Belal Gharaibeh -Signature: ----- Date: --14/10/2020-

Head of Curriculum Committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of Curriculum Committee/Faculty: ----- Signature: -----

Dean: ----- Signature: -----