The University of Jordan
Faculty of Engineering
Industrial Engineering Department
Spring Semester 2023/2024

Course name:	Strategic Planning			
Course code:	0906526			
Credits hours	3			
Contact hours/room:	11:30-12:30 pm			
Course instructor's name, E-mail, and phone:	Nibal Albashabsheh, Ph.D. n.albashabsheh@ju.edu.jo 22938			
Course Coordinator:				
Text book:	Strategic Management: Concepts and Cases, *Fred R. David*, 15th Edition, Pearson, 2015			
Other reference(s):				
Course Description:	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).			
Providing Department:	Industrial Engineering			
Prerequisite Course:	0906421			
Course type	Elective			
Assessment Methods:	**Method**	**Weight %**	**Date**	
	Midterm	**30**		
	Quizzes	**10**		
	Project / Presentation	**10**		
	Final Exam	**50**		
Course Learning Outcomes:	#	**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**	

	Chapter #	**Topic**
Brief list of topics	**Chapter 1**	Strategic management essentials: Key Terms in Strategic Management, Strategic Management Model, Benefits of Strategic Management. Pitfalls in Strategic Management, Guidelines for effective Strategic Management.
	Chapter 2	Outside-USA Strategic planning: Multinational organizations, Advantages and disadvantages of international operations, Globalization
	Chapter 3	Business ethics, Social responsibilities, Environmental sustainability
	Chapter 4	Types of Strategies: Long-Term Objectives, Types of Strategies (Intensive, Integration, Diversification, Defensive, and Generic) Strategies, Achieving Strategies, Strategies in Non-Profit, Governmental and small Firms.
	Chapter 5	Vision and mission analysis: Importance of vision and mission statement, Characteristic of a mission statement, Writing and evaluating mission statement
	Chapter 6	The Internal Audit: Nature of Internal Audit, Integrating Strategy and Culture, Management, Marketing, Finance/Accounting, Production/Operations, Research and Development, Management Information System, Value Chain Analysis.
	Chapter 7	The External Audit: Nature of External Audit, The Industrial Organization View, Economic forces (Social, Cultural, Demographic, and Environmental), Political, Governmental, and Legal Forces, Technological Forces, Source of External information, Forecasting Tools and Techniques.
	Chapter 8	Strategy Analysis & Choice: Nature of Strategy Analysis, Comprehensive Strategy- Formulation Framework, Matching Stage, Decision Stage, Cultural and Political Aspects of Strategy Choice, Governance Issues.
	Chapter 9	Implementing Strategies: Nature of Strategy Implementation, Implementing strategies (Marketing, Finance, Accounting, R&D, & MIS Issues: Marketing, Finance/Accounting, R&D, and MIS Issues).
	Chapter 10	Strategy Execution: Nature of Strategy Implementation, annual Objectives, Policies, Resource Allocation, Managing Conflicts, Matching Structure with Strategy, Linking Performance to Change, Managing Resistance to change, Production/Operations, and Human Resources Concerns when Implementing Strategies

Important Notes:	• Class notes, in-class drills, and any handout you receive from the instructor are required as part of the course. • Do not hesitate to ask questions • The student is required to bring a notebook and take notes in classes. • Students are expected to attend every class session, and they are responsible for all material, announcements, schedule changes, etc., discussed in class. • Discuss the assignments (the ungraded assignments) with your classmates. • If the assignment is declared graded, students MUST work on it individually. NO late assignment will be accepted. • Do not Cheat; direct copying of others' work will NOT be allowed or tolerated and will result in a grade reduction. If a student is found cheating in an exam or assignment, even signing the roll sheet for another student, he/she will be given an "F" for the course. There will be no exceptions. • All cases of academic dishonesty will be handled per university policies and regulations. JU policy requires the faculty member to assign a ZERO grade (F) if a student misses 15% of the classes that are not excused and 20% of the classes that are excused • Students are expected to be ready to take a quiz any time they have a class. There will be no make-up quizzes or home works. • Any student with disabilities who needs accommodations in this course is encouraged to speak with the instructor as soon as possible to make appropriate arrangements for these accommodations.

The B.Sc. in industrial Engineering program enables students to achieve, by the time of graduation the following program learning outcome (SOs)			
1	*An ability to identify, formulate, and solve complex engineering problems by applying principles of engineering, science, and mathematics.*	*5*	*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.*
2	*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.*	*6*	*an ability to develop and conduct appropriate experimentation, analyze and interpret data, and use engineering judgment to draw conclusions*
3	*An ability to communicate effectively with a range of audiences.*	*7*	*an ability to acquire and apply new knowledge as needed, using appropriate learning strategies.*
4	*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.*		