

**DEPARTMENT OF INDUSTRIAL ENGINEERING
COURSE SYLLABUS**

<i>COURSE TITLE</i>	<i>ENGLISH CODE/NO</i>	<i>ARABIC CODE/NO.</i>	<i>CREDITS</i>			
			<i>Th.</i>	<i>Pr.</i>	<i>Tr.</i>	<i>Total</i>
Strategic Management in Industry	IE 458	هـ ص ٤٥٨	3	1	-	3
<i>Pre-requisites:</i>	IE 351					
<i>Course Role in Curriculum</i>	<i>Required or Elective:</i>		Elective			
<i>Catalogue Description:</i> Overview of operations strategy for competitive advantage. Evaluation of a firm's external environment using Porter Five Forces Model. Evaluation of a firm's internal capabilities using the VRIO framework. Cost leadership versus product differentiation strategies. Vertical integration and corporate diversification. Strategic alliances, mergers and acquisitions. Real life examples and case studies from industry.						
<i>Textbooks:</i> STRATEGIC MANAGEMENT AND COMPETITIVE ADVANTAGE , 2 nd Edition, Jay Barney and William Hesterly (2007), Prentice Hall Inc., ISBN-10: 013613520X, ISBN-13: 978-0136135203						
<i>References:</i> None						
<i>Supplemental Materials:</i>						
<i>Course Learning Outcomes:</i> <i>By the completion of the course the student should be able to:</i>						
<ol style="list-style-type: none"> 1. Comprehend the fundamentals of Strategic Management. 2. Understand various types of strategic planning and management in industry. 3. Organizing framework (VRIO). 4. Recognize the role of strategic management in industry at various organizational levels and their impact on organizational development and success. 5. Identify the key differences between strategic planning and long term planning. 6. Study the industrial environment in the region and analyze the extent of application of strategic management principles in various industrial organizations. 7. Learn how strategic plans are developed and implemented. 						
<i>Topics to be Covered:</i>						<i>Duration in Weeks</i>
1	What Is Strategy and the Strategic Management Process?					1
2	Evaluating a Firm's External Environment					1.5
3	Evaluating a Firm's Internal Capabilities					1.5

4	Cost Leadership	1
5	Product Differentiation	2
6	Vertical Integration Corporate Diversification Organizing to Implement Corporate Diversification	4
7	Strategic Alliances Mergers and Acquisitions	3
<i>Student Outcomes addressed by the course:</i> (Put a √ sign)		
(a)	an ability to apply knowledge of mathematics, science, and engineering	√
(b)	an ability to design and conduct experiments, as well as to analyze and interpret data	√
(c)	an ability to design a system, component, or process to meet desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability	
(d)	an ability to function on multidisciplinary teams	
(e)	an ability to identify, formulate, and solve engineering problems	√
(f)	an understanding of professional and ethical responsibility	
(g)	an ability to communicate effectively	√
(h)	the broad education necessary to understand the impact of engineering solutions in a global, economic, environmental, and societal context	
(i)	a recognition of the need for, and an ability to engage in life-long learning	
(j)	a knowledge of contemporary issues	
(k)	an ability to use the techniques, skills, and modern engineering tools necessary for engineering practice.	√

Key Student Outcomes assessed in the course: () and ()

Instructor or course coordinator: Dr. Ahmed Atef S. Bakhsh

Last updated: Jan. 2015