



COURSE CONTRACT

Course Title:	IT Enabled Strategic Management
Course Number:	10676410
Compulsory/Elective:	Compulsory Dept. Course
Prerequisites:	Org. Development 10676230
Semester:	1 st Semester, 2020-2021
Instructor:	Maher Y. ARAFAT
Online Course Materials:	NNU Moodle the online Learning Management System (LMS)
Contact information:	New Campus, College of IT, 2 nd Floor. Room 2430
Class Meeting	ZOOM-Meetings Sat. & Mon. 12:30 –2:00 Link to the Zoom Meetings and activities schedule

COURSE DESCRIPTION:

This course is designed to develop your critical thinking skills by introducing learners to the concepts and principles of an IT-enabled Strategic Management, utilizing the unprecedented gains in information systems/technology capabilities, the rapid globalization of a range of industries and the ever-increasing need for timely, relevant strategic information in complex, hyper-competitive environments have set the stage for contemporary 21st century challenges concerning research in strategic management and information systems alike.

Strategy can be defined as:

“...the art and science of continuously developing new advantages for the firm so that it effectively executes and competes within its chosen position in the market place and successfully achieves top management’s identified objectives, including that of creating value for all stakeholders in the firm.”

COURSE OUTCOMES AND OBJECTIVES:

Students will finish this course being able to understand and apply the steps required to create and evaluate businesses from a strategic perspective applying information systems/technology capabilities in the development of the strategic management process (Formulation, Implementation, Evaluation).

1. Acquire the fundamental knowledge of the main concepts and contemporary terminologies in strategic management.
2. Formulate strategic management plan for information technology to face contemporary business challenges.
3. Analyze organizational immediate and global environments.
4. Evaluate current organizational strategic plans and craft IT enabled strategy.
5. Identify technical requirements necessary for strategy implementation.
6. Come up with optimum mix of structure, culture, management, strategic planning, in a global context.

Text Book & Learning Resources:

- Main Text: Fred R. David, Forest R. David, Strategic Management 16th Edition– A Competitive Advantage Approach, Concepts & Cases, [click to download](#)
- Text Book Cases.
- Bruce A. Walters, Zaiyong Tang, IT-Enabled Strategic Management, [click to download](#)
- Blue Ocean Strategy, W. Chan, Renee Mauborgne, Harvard Business Review [Download](#)

Course Assessment:

1. Quizzes	See course timeline	30%
2. Tests		%
3. Assignments	Sept25, Oct30, Nov27	20%
4. Oral case presentation/analysis	Week15	30%
5. Final Exam		<u>20%</u>

Course Guidelines

Attendance is expected and will be recorded at the beginning of each class. More than four absences from class for any reason will result in your final course average being lowered. Eight absences means fail. (F2F Mode)

Your oral presentation will be graded on two parts: **content and delivery**, as indicated on the attached **evaluation sheet**. A written evaluation of your case presentation will be provided at the following class period. The evaluation will include a synopsis of the critique team's evaluation, along with overall number grades.

Content includes whether your presentation was accurate, complete, specific, detailed, and error free. Were appropriate analytical tools included? Were they correct? Were your recommendations specific? Did you show clearly how your recommendations could be implemented? You need to be specific in all areas, including your IFE Matrix, EFE Matrix, CPM, TOWS Matrix, BCG Matrix, IE Matrix, SPACE Matrix, QSPM, and recommendations. Tell exactly when, how, where, and why your recommendations are appropriate.

Delivery includes whether your case presentation was interesting, lively, special, upbeat, and clear. Were your visual aids readable from the back of the class? Did you use color to highlight points? Were your voice tone, eye contact, posture, and appearance good? Were transparencies, handouts, slides, the blackboard, PowerPoint, or flip charts used to make your oral presentation as interesting and informative as possible? **DO NOT READ ANY PART OF THE PRESENTATION** (except perhaps the mission statement).

Everyone on your team will receive the same final grade on your oral presentation, but a team member peer evaluation may be given on the last day of class to determine whether each member of the team contributed fairly to preparing and delivering the oral presentation. *Each team member will rate each group member (and themselves) on relative contribution made to preparing and delivering the oral case presentation. If you receive a poor rating on this evaluation, your final course average will be lowered one (or more) letter grades.* You should do your fair share of work on preparing and presenting the case analysis.

During each case presentation, the class will ask the presenting team questions, solicit further explanation of any unclear parts of the presentation, point out any mistakes in the analyses presented, comment on

the feasibility and thoroughness of recommendations given, and, perhaps, offer counter-recommendations with supporting analyses or information.

TEAM MEMBER PEER EVALUATION FORM

Do not put your name at the top of this form, but *do* put your name in the spaces provided below. This semester you worked with three other students on preparing a comprehensive case analysis. Please rate yourself and your team members on the relative contribution made to preparing and presenting the case. *Your ratings will be confidential and anonymous.* Be honest on this evaluation.

In rating yourself and your team members, use a one- to five-point scale, where 5 = superior, 4 = above average, 3 = average, 2 = below average, and 1 = really weak. Add the scores to obtain a total score for yourself and the other group members. Put any comments you like on the bottom or back of this page. Fold this sheet when you complete the ratings below. Thank you.

Course Timeline and Assignments:

Week	Theoretical Activities	Practical Activities
Week 1 Sept 5	Getting Started · Creating FB Work Groups. Google Drives, · Introducing the course on Moodle. · Introducing CBL · Ch1 Strat-Mgmt. Essential	Discussing CBL and agreeing on the course requirement to build learner's commitment and future engagement. Work on finding community partners committed to CBL Guest Speaker:
Week 2 Sept 12	· Continue Ch1 Strat-Mgmt. Essential	Class discussions & presentation, including Zoom & FB discussions. Visits to coordinated with CP, if possible. Forming Project's team members. Quiz1 Friday Sept. 18
Week 3 Sept 19	· Business Vision and Mission.	Class discussions & presentation, including Zoom & FB discussions, Agreeing & Selected local business model as CP and presented as examples. Guest Speaker Turnitin Assignments-1 Sept 25
Week 4 Sept 26		Class discussions & presentation, including Zoom & FB discussions. Quiz-2 Friday Oct 2nd

Week 5 Oct 3	External Audit EFE-CPM	Class discussions & presentation including Zoom & FB discussions. 1st Group Project Eval-1 team will present their CP as a case.
Week 6 Oct 10		Quiz-3 Friday Oct 16th
Week7 Oct 17	Internal Audit IFE	Class discussions and presentation, including FB discussions
Week 8 Oct 24	Types of Strategies in Action	Class discussions and presentation, including FB discussions Turnitin Written Assignments2 Oct30
Week 9 Oct 31		Class discussions and presentation, Quiz-4 Friday Nov 6th
Week 10 Nov 7	Strategy Generation & Selection	2nd Group Project Eval-2 team will present their CP as a case.
Week 11 Nov 14		Quiz-5 Friday Nov 20th
Week 12 Nov 21	Strategy Implementation	Turnitin Written Assignments-3 Nov27
Week 13 Nov 28	Strategy Monitoring & Evaluation	Quiz-6 Friday Dec 4th
Week 14 Dec 5	IT Enabled Strategic Mgmt.	
Week 15 Dec 12	Review	Final CP Group Project Eval-3, team & individual evaluation.
Week 16 Dec 19		Final Exam:

Peer Evaluation Form:

Put your name and your team members' names in the spaces provided, one name at the top of each column.				
Names:				
Ratings:				
On time for all group meetings:				
Helped keep the group cohesive:				
Number of useful ideas contributed:				
Quantity of work done:				
Quality of work done:				
	+	+	+	+
Add Total Scores Here:				

CASE PRESENTATION EVALUATION FORM

Company:		Date:				
Presenting Team Members:						
Place comments after each rating.		Ratings (circle the appropriate numbers).				
			Below		Above	
CONTENT		Poor	Average	Average	Average	Superior
1. Mission Statement						
2. Thoroughness, accuracy, and depth of external analysis						
3. Thoroughness, accuracy, and depth of internal analysis						
4. Identification and evaluation of alternative strategies using matrices						
5. Quality, quantity, feasibility, and relevance of recommendations						
6. Justification and support for recommendations						
DELIVERY						
1. Organization of presentation						

2. Professionalism of presentation					
3. Use of visuals and color					
4. Communication skills of team					
5. Use of time					
6. Handling of questions					
OVERALL EVALUATION:					