

MGMT 413: MGMT 413 - Capstone: Strategic Management

Term: Spring 2022-2023

Section: 01

Room: A201

Instructor: Dr. Ahmed R. Al-Saber

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Office Hours: (MW: 4:00 to 6:00 pm; UTR: 1:00 to 2:00 pm)



AUK MISSION STATEMENT

The American University of Kuwait is a liberal arts institution dedicated to teaching, learning, and scholarship. The university offers programs that provide students with the knowledge and skills necessary for lifelong learning and professional success. AUK enriches society by fostering an environment encouraging critical thinking, effective communication, personal growth, service, and leadership. The AUK community strives to uphold the following values: freedom of thought, expression, and intellectual inquiry; respect for individual identity and rights, and cultural diversity; commitment to high standards of morality, integrity, and social responsibility; and adherence to high professional standards and ethics. AUK aspires to be a leading university recognized locally, regionally, and internationally for its institutional distinctiveness, academic excellence, and the accomplishments of its graduates.

COLLEGE OF BUSINESS & ECONOMICS MISSION & VISION:

The College of Business & Economics prepares students through an American educational experience combining quality intellectual challenge and ethical professional practice for careers in Kuwait and beyond by: focusing on the development of business in Kuwait and the Gulf; supporting rigorous programs that foster excellence in business teaching and scholarship; and working together to learn and disseminate socially responsible practices to advance society

SCOPE OF THE COURSE:

The course emphasizes the integrative strategic decision making process and the development and implementation of productive, competitive, and sustainable business strategies. Senior Standing.
3.000 Credit hours



COURSE OUTCOMES

Upon completion of the course, students will be able to:

1. Identify relevant questions and objectives through client engagement;
2. Demonstrate information literacy through a critical review of technical literature relevant for the management and analysis of data for their group project;
3. Develop a project-appropriate plan and structure for data management;
4. Resolve group work allocation, leadership and cooperation issues;
5. Structure, manage and access one or more large, complex datasets;
6. Complete the analysis and interpretation of a complex, real-world data project; and
7. Present the analysis and interpretation of a complex, real-world data project in both written reports and digital+oral presentations.

REQUIRED MATERIALS

Textbook:

“Business Analytics: Data Analysis & Decision Making, 7th Edition”


Author: S. Christian Albright, Wayne L. Winston.

CENGAGE.

ISBN-13: 9781305947542

PREREQUISITES: Senior level

Calculator: You should have some type of *scientific calculator* to use in this course and Microsoft

Excel. 



COURSE MAIN OBJECTIVES

The primary goal of the course is to help students understand how the process of posing a question, collecting data relevant to that question, analyzing data, and interpreting data can help them find answers to real problems from their world.

To provide an understanding and a working knowledge of:

- (1) Demonstrate efficient and effective proficiency in the application of strategic and critical thinking, strategic leadership, and strategic analysis methods to produce a synergistic integration of applicable knowledge from organizational functional areas to create a sustainable competitive advantage.
- (2) Demonstrate strategic, efficient, and effective proficiency in the use of information technology (IT) tools (computers, laptops, various business analytical, marketing, and statistics software, databases, and social media venues) that are commonly used and that are continuously evolving in 21st century competitive and dynamic global business environments.
- (3) Demonstrate efficient and effective proficiency at communicating and articulating organizational visions, missions, and strategic goals via various writing styles and oral presentations.

EVALUATION & GRADING

The course evaluation will be based on the following assignments:

Homework assignments and attendance	10%
Poster Project	10%
Project Tasks (assignments and homework's)	30%
Students Presentation (presenting aim, objectives, hypothesis, model framework and capstone methodology and strategies)	10%
Data analytics project	20%
Final Capstone (Discussion, presentation, and defense)	20%



AUK Official Grading Scale:

Letter Grade	Percentage	University Points
A	94-100	4.0
A-	90-93	3.7
B+	87-89	3.3
B	84-86	3.0
B-	80-83	2.7
C+	77-79	2.3
C	74-76	2.0
C-	70-73	1.7
D+	67-69	1.3
D	64-66	1.0
D-	60-63	0.7
F	0-59	0.0

CLASS POLICIES:

Email communication protocol: AUK designated email is the preferred method of communication. Professional communications standards will be expected of all students. If you send me an email I will respond to you with 24-48 hours. Please allow enough time for me to respond to any inquiries before exams.

Attendance: is not part of your overall grade-points but I do take into consideration your excellent attendance record when assigning your final course grade. If you have excellent attendance, less than 3 absences, and if you happen to be borderline between two letter grades, I will bump you up to the higher letter grade. Attending lecture on time (virtually) can only help you.

ACADEMIC SUPPORT

If you have any difficulties, please come see me right away, as I am here to help you meet this class objectives. In addition, AUK offers a host of resources designed to help you develop the skills you need to succeed in college. The Academic Advising Center provides Academic Skills Workshops throughout the semester such as: effective study habits, time management, classroom etiquettes, note-taking, productivity and critical thinking, building reading skills, thinking styles, building self-esteem & self-motivation, test-taking, communications skills, stress management. In addition, the Tutoring Center regularly offers free peer tutoring and occasionally offers Supplemental Instructions (SI). It is imperative that you utilize these resources to achieve your academic goals in a timely and efficient manner.

AUK POLICY & ACADEMIC HONESTY AND INTEGRITY

Upon admission to AUK, you took upon yourself to act responsibly in areas such as personal, social and academic, among others, which are explicitly stated in the AUK STUDENT CODE OF CONDUCT. The University has the right to, through the due process, to take disciplinary action against students for violations of this Code and any institutional standards of behaviors and



academic regulations and procedures, which are defined in the catalog and the Student Planner & Handbook. This includes cheating and plagiarism in any form (e.g. exam, research papers). Violations of this Code will be penalized by a failing grade in exam and/or course and may also lead to student's dismissal from the University.

TENTATIVE COURSE SCHEDULE (subject to change at instructor's determination)

Week(s)	Chapter	Topic
1,2	Chapter 1	Introduction to Research: Meaning & definition of Research – Relevance and significance of Research in business – Types of Research – Research problems – Evolution of Research – Overview of Research Methodology
2,3	Chapter 2	Research Process: Introduction – Theoretical Framework – Research Hypothesis
4,5	Chapter 3	Research Design: Introduction – Nature of and Classification of Design – Developing an Appropriate Research Design – Experimental Research Design – Randomised Design, Latin Square Design and Factorial Design – Basic Principles, Types of Experimental Design – Validity – External and Internal
6,7	Chapter 4	Scales and Measurement: Measurements Types of Measurements Different Scales Comparison between Different Scales Characteristics Validity – Different Methods of Measurement – Developing Scales – Classification of Scales – Rating Scales – Attitude Scales – Thurston Scale Likert Scale – Semantic Differential Scale – Types of Errors in Measurement – Test of Reliability – Measures of Stability – Threats to Reliability
8	Exam 1	
9,10	Chapter 5	Survey Research: Introduction – Purpose – Methods of Data Collection – Interviews, Observation, Schedule, Questionnaire, Other Methods of Data Collection – Panel Research, Warranty Cards, Pantry Audit and Consumer Panel – Mechanical Devices – Projective Techniques – Sociometry
11,12	Chapter 6	Data Preparation: Data Coding, Data Cleaning, Identification Outlier, Handling Missing Values
13,14	Chapter 7	Multivariate Analysis and Use of Statistical Packages: Introduction – Nature and techniques of Multivariate Analysis – Analysis of Dependence – Multiple Regression Assumptions in the Regression Model, Dummy Variable Treatment, Testing of Goodness of Fit of the Model and Discriminate Analysis. Analysis of Interdependence – Factor Analysis and Cluster Analysis – Application of Major Software Packages (SPSS, etc.)
15,16	Chapter 8	Academic Report Writing: Types of Reports – Planning and Organising a Research Project, Harvard System of Referencing Bibliography – Footnotes – Checklist – Evaluation of Report.

