

Course Name: Strategic Management

Course code: BEAD4323

Lecturer name: Dr. Monir Hamatto ELghorra

Course Description:

This course provides students the latest skills and concepts needed to effectively formulate and efficiently implement a strategic plan, that can lead to sustainable competitive advantage for any type of business. The course aims to understand the strategic management concepts. In addition, enhance students' skills in creating competitive advantages to business. Further, Develop students' skills in strategy design, implementation and evaluation. This course includes, concepts of strategic management, SWOT analysis, Strategy formulation, Strategy implementation, strategy evaluation processes, type of strategies, cross-cultural management and reengineering.

Many techniques will be used to deliver the course including, Lectures, case studies, research work, homework and presentations.

Course Objectives:

1. Define the concept and the stages of strategic management
2. Understand the key terms of strategic management, mission, vision, competitive advantage
3. Describe the nature and role of vision and mission statements in strategic management
4. Describe how to conduct an external strategic-management audit
5. Describe how to perform an internal strategic-management audit
6. Discuss key interrelationships among the functional areas of business.
7. Identify numerous examples of organizations pursuing different types of strategies
8. Explain how to develop a SWOT Matrix
9. Explain why strategy implementation is more difficult than strategy formulation

Course Teaching Plan

1.	Course content	Week	Teaching & learning techniques
2.	Describe the strategic management process Describe the benefits of good strategic management	First Week	Lectures and discussion
3.	Define and give examples of key terms in strategic management	Second Week	Lectures and discussion
4.	Discuss why the process of developing a mission statement is as important as the resulting document	Third Week	Lectures, discussion and case study
5.	Discuss how clear vision and mission statements can benefit other strategic-management activities.	Fourth Week	Lectures, discussion and case study
6.	Discuss 10 major external forces that affect organizations: economic, social, cultural, demographic, environmental, political, governmental, legal, technological, and competitive.	Fifth Week	Lectures, discussion and case study
7.	Describe how to perform an internal strategic-management audit	Sixth Week	Lectures and discussion
8.	Identify the basic functions or activities that make up management, marketing, finance/accounting, production/operations, research and development, and management information systems.	The Seventh Week	Lectures, discussion and case study
9.	Identify numerous examples of organizations pursuing different types of strategies	Week Eight	Lectures, discussion and case study
10.	Discuss Porter's five generic strategies	The Ninth week	Lecture, discussion
11.	Explain how to develop a SWOT Matrix	The tenth week	Lecture, discussion
12.	Identify important behavioral, political, ethical, and social responsibility considerations in strategy analysis and choice	The eleventh week	Lecture, discussion
13.	Explain why strategy implementation is more difficult than strategy formulation	The twelfth week	Lecture, discussion
14.	Describe the relationships between production, operations and strategy implementation.	The Thirteenth week	Lecture, discussion, participation
15.	Describe a practical framework for evaluating strategies	The fourteenth week	Lecture, discussion, participation

References

- David, F. and David, R. (2015), “strategic management concepts and cases a comprehensive advantage approach”, 15th edition, Prentice Hall.
- David, Fred, (2011) “Strategic Management: Concepts & Cases”. 13th edition, Prentice Hall.

Grading	During term activities					Final Exam	Total
	Attendance	Home work	Presentation	Participation and discussion	E-learning participation		
	10	10	10	10	10		

Good Luck