

# COURSE FILE SUMMARY

<u>College / Institute / Center</u>	Management & Technology	Department	Marketing and International Business
<u>Programme Title</u>	Bachelor of Business Administration	<u>Programme Code</u>	
<u>Course Title</u>	Strategic Management	<u>Course Code</u>	EA421
<b># Hours</b>	-----2-----	-----2-----	-----3-----
	Lecture	Lab / <u>Tutorial</u>	Credit
<b>Pre Requisites : Human Resources (EA311)</b>			

The course examines the set of decisions and actions that result in the formulation and implementation of plans designed to achieve a company's objectives. It comprises many tasks that would help in dealing effectively with everything that affects the growth and profitability of a firm.

The course comprises nine critical tasks:

1. formulate the company's mission, including broad statements about bits purposes, philosophy and goals
2. conduct an analysis that reflects the company's internal conditions and capabilities
3. Assess the company's external environment
4. Analysis the company's options by matching its resources with the external environment.
5. Identify the most desirable options by evaluating each option in light of the company's mission
6. Select long term objectives and grand strategies that will achieve the most desirable options.
7. Implement the strategic choices by means of budgeted resources allocations in which the matching of tasks, people, structures, technologies and reward systems.

	Qualifications	Special Skills	Number
Lectures	PhD	Interpersonal skills	1
Tutorials	Bachelor in Business Administration	Interpersonal skills	1/2
Laboratories / Workshops			

Lecture			Description
#	Week	Hrs	
1	1	3	Introduction to Strategic management
2	2	3	Introduction to Strategic management (Continue)
3	3	3	Defining the company's mission and social responsibility
4	4	3	Defining the company's mission and social responsibility (Continue)
5	5	3	External environment
6	6	3	External environment (Continue)
7	7	3	7 <sup>th</sup> week exam
8	8	3	Formulating long-term objectives and grand strategies
9	9	3	Formulating long-term objectives and grand strategies (Continue)
10	10	3	Strategic Analysis and choice in single or dominant-product business
11	11	3	Strategic Analysis and choice in single or dominant-product business (Continue)
12	12	3	12 <sup>th</sup> week exam
13	13	3	Implementing strategy through short-term objectives, functional tactics, reward system, and employees empowerment
14	14	3	Implementing strategy through short-term objectives, functional tactics, reward system, and employees empowerment (continue)
15	15	3	Implementing strategy, structure, leadership, and culture
16	16	3	Presentations

Code*	Description
.....	Strategic management , Formulation, Implementation and control Eighth Edition , Pearce and Robinson

Code*	Description
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Tutorial			Topic
#	Week	Hrs	
1	2	2	Applications on Introduction to Strategic management
2	3	2	Applications on Defining the company's mission and social responsibility
3	4	2	Applications on Defining the company's mission and social responsibility (Continue)
4	5	2	Applications on External environment
5	6	2	Applications on External environment (Continue)
6	7	2	Solving 7 <sup>th</sup> week exam
7	8	2	Applications on Formulating long-term objectives and grand strategies
8	9	2	Applications on Formulating long-term objectives and grand strategies (Continue)
9	10	2	Applications on Strategic Analysis and choice in single or dominant-product business
10	11	2	Applications on Strategic Analysis and choice in single or dominant-product business (Continue)
11	12	2	Solving 12 <sup>th</sup> week exam
12	13	2	Applications on Implementing strategy through short-term objectives, functional tactics, reward system, and employees empowerment
13	14	2	Applications on Implementing strategy through short-term objectives, functional tactics, reward system, and employees empowerment (continue)
14	15	2	Applications on Implementing strategy, structure, leadership, and culture
15	16	2	Final Exam



