



College Of Management and Technology  
Department: Marketing and International Business

## SESSION PLAN

**\*Lecture / Tutorial / Laboratory / Workshop**

### COURSE PARTICULARS

#: EA421	Title: Strategic management
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### SESSION PARTICULARS

#: 1	Title: Introduction To Strategic management	Hrs: 2
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
1	Define what is Strategic management?
2	Define why it is important to study Strategic management
3	Explain strategic management model
4	Explain strategic management process
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**Prepared by:**

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Name: Ayman Metwally

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**Approved by:**

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Name: Khaled Hanafy

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**Lecture**

**Source Material**

**(Text Book)**

**Supplementary Material**

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COURSE PARTICULARS	
#: EA421	Title: Strategic management

SESSION PARTICULARS		
#: 2	Title: Introduction Strategic management (Continue)	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Explain benefits of Strategic management
2	Dimensions of strategic decisions
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## SESSION PLAN

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COURSE PARTICULARS	
#: EA421	Title: Strategic management

SESSION PARTICULARS		
#: 3	Title: Defining the company's mission and social responsibility	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Explain agency strategy
2	Explain CSR's effect on the mission Statement
3	Explain the remote environment: <ul style="list-style-type: none"> <li>• Economic factor</li> <li>• Social factors</li> <li>• Political factors</li> <li>• Technological factors</li> <li>• Ecological factors</li> </ul>
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COURSE PARTICULARS	
#: EA421	Title: Strategic management

SESSION PARTICULARS		
#: 4	Title: Defining the company's mission and social responsibility (Continue)	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Explain the stakeholders approach to company responsibility
2	Corporate social responsibility and profitability
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### COURSE PARTICULARS

#: EA421	Title: Strategic management
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### SESSION PARTICULARS

#: 5	Title: The external Environment	Hrs: 2
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
1	Industry environment
2	Explain how competitive forces shape strategy
3	Contending forces <ul style="list-style-type: none"> <li>• Threat of entry</li> <li>• Powerful suppliers</li> <li>• Powerful buyers</li> <li>• Substitute products</li> <li>• Jockeying for position</li> </ul>
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## COURSE PARTICULARS

#: EA421	Title: Strategic management
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## SESSION PARTICULARS

#: 6	Title: External Environment (continue)	Hrs: 2
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## LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
1	Explain industry analysis and competitive analysis
2	Explain the operating environment
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## COURSE PARTICULARS

#: EA421	Title: Strategic management
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## SESSION PARTICULARS

#: 7	Title: 7 <sup>th</sup> week exam	Hrs: 2
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## LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
	7 <sup>th</sup> week exam
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COURSE PARTICULARS	
#: EA421	Title: Strategic management

SESSION PARTICULARS		
#: 8	Title: Formulating long term objectives and grand strategies	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Explain long term objectives <ul style="list-style-type: none"> <li>• Profitability</li> <li>• Productivity</li> <li>• Competitive position</li> <li>• Employee development</li> <li>• Employee relations</li> <li>• Technological leadership</li> </ul>
2	Quantities of long term objectives
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### COURSE PARTICULARS

#: EA421	Title: Strategic management
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### SESSION PARTICULARS

#: 9	Title: Formulating long term objectives and grand strategies (cont)	Hrs: 2
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
1	Explain what is meant by generic strategies
2	Explain what is meant by grand strategies
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### COURSE PARTICULARS

#: EA421	Title: Strategic management
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### SESSION PARTICULARS

#: 10	Title: Strategic Analysis and choice	Hrs: 2
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
1	Rationalizing diversification and integration
2	Value building in multi national companies
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### COURSE PARTICULARS

#: EA421	Title: Strategic management
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### SESSION PARTICULARS

#: 11	Title: Strategic Analysis and choice (Continue)	Hrs: 2
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
1	BCG's Strategic Environments matrix
2	Behavioral considerations affecting strategic Choice
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### COURSE PARTICULARS

#: EA421	Title: Strategic management
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### SESSION PARTICULARS

#: 12	Title: Twelfth Week Exam	Hrs: 2
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
	12 <sup>th</sup> week exam
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### COURSE PARTICULARS

#: EA421	Title: Strategic management
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### SESSION PARTICULARS

#: 13	Title: Implementing strategy through short-term objectives	Hrs: 2
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
1	Executive bonus compensation plans
2	Matching bonus plans and corporate goals
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COURSE PARTICULARS	
#: EA421	Title: Strategic management

SESSION PARTICULARS		
#: 14	Title: Implementing strategies through short-term objectives	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Creating policies that empower
2	Empowering creative personnel
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COURSE PARTICULARS	
#: EA421	Title: Strategic management

SESSION PARTICULARS		
#: 15	Title: implementing strategy structure, leadership and culture	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Structure and effective organization
2	Organizational leadership
3	Organizational culture
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### COURSE PARTICULARS

#: EA421	Title: Strategic management
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### SESSION PARTICULARS

#: 16	Title: Final Exam	Hrs: 2
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
	Final Exam
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