



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: Applications on Introduction To Strategic management	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Give four examples of strategic decisions required to be taken by your company. Use the characteristics to explain your point of view.
2	Give three examples to differentiate between the three levels of strategies.
3	Give three examples to differentiate between objectives and strategies (both on short and long-terms)
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Prepared by:
 Designation
 Name: Ayman Metwally
 Sign
 Date

Approved by:
 Designation
 Name: Khaled Hanafy
 Sign
 Date

Lecture

Source Material

(Text Book)

Supplementary Material

Educational Resources

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SESSION PARTICULARS

#: 2	Title: Applications on Defining the company's mission and social responsibility	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Mission statements analysis (Harley Davidson, Hallmark..etc)
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COURSE PARTICULARS	
#: EA421	Title: Strategic Management

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

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Write Vision and Mission Statements for one of the following: <ul style="list-style-type: none">HotelTravel agencyBeverage CompanyCar Manufacturing CompanyUniversityHospitalBankSchool
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SESSION PARTICULARS		
#: 4	Title: Applications on External environment	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Use the remote environment's factors to identify opportunities (3) and threats (3) for each of the following companies (Give a brief explanation to justify your point of view): <ul style="list-style-type: none"> • Food Manufacturing • Healthcare • Bank
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SESSION PARTICULARS

#: 5	Title: Applications on External environment (Continue)	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Discuss how powerful suppliers and buyers can pose threats and/ or opportunities on any company in the following: a- Food manufacturing b- Car manufacturing c- Pharmaceutical industry d- Petroleum industry e- Chemical industry
2	Give three examples on each of the barriers to entry
3	Select three companies from different industries and analyze their industry environment (Using the barriers to entry and powerful suppliers conditions)
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SESSION PARTICULARS

#: 6	Title: 7 th week exam	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	Solving 7 th week exam
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SESSION PARTICULARS

#: 7	Title: Applications on Formulating long-term objectives and grand strategies	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Discussion case: 3 M's rising Case P.227
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SESSION PARTICULARS

#: 8	Title: Applications on Formulating long-term objectives and grand strategies (Continue)	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Applications on existing organizations+ Projects Discussion
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COURSE PARTICULARS

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SESSION PARTICULARS

#: 9	Title: Applications on Strategic Analysis and choice in single or dominant-product business	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Case Study: Strategic Analysis and choice in the 1990s at Caterpillars
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COURSE PARTICULARS	
#: EA421	Title: Strategic Management

SESSION PARTICULARS		
#: 10	Title: Applications on Strategic Analysis and choice in single or dominant-product business (Continue)	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Applications on existing organizations + Projects Discussion
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COURSE PARTICULARS

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SESSION PARTICULARS

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

#	Outcome Description
	Solving 12 th week exam
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#: EA421	Title: Strategic Management

SESSION PARTICULARS		
#: 12	Title: Applications on Implementing strategy through short-term objectives, functional tactics, reward system, and employees empowerment	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Discussion Case: Toyota implements a low-cost Strategy P315
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SESSION PARTICULARS

#: 13	Title: Applications on Implementing strategy through short-term objectives, functional tactics, reward system, and employees empowerment (continue)	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Applications on existing organizations + Projects Discussion
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#: EA421	Title: Strategic Management
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SESSION PARTICULARS

#: 14	Title: Applications on Implementing strategy, structure, leadership, and culture	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Discussion Case: A Crash Diet for Sara Lee P.355
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#: EA421	Title: Strategic Management
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SESSION PARTICULARS

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

#	Outcome Description
	Final Exam
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