

**Course Description**

**Strategic Management**

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| **Faculty of Business Administration** | | |  | |
| Course | **Strategic Management** | | Prerequisite: | Principles of Management  CBFC106 |
| Credit Hours:3 | Theoretical:2 | Practical:2 | Course Code: | CBFC204 |

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| **Description** | |
| The course introduces the concept of strategic management. It familiarized the students with the stages of formulating strategies and applying them. Moreover, it introduces the concept of modern competitive strategies and strategic supervision. Finally, students will learn strategic analysis skills and the ools needed for that. | |
| **Content** | |
| **Lecture7: Competitive Strategies** | **Lecture1: Strategic Management and Methods of Application** |
| **Lecture8: Strategic Choices and Alternatives** | **Lecture2: Strategic Vision and Formulation of the Message** |
| **Lecture9: Applying Strategies** | **Lecture3: Determining Strategic Goals** |
| **Lecture10: Strategic Supervision** | **Lecture4: Analyzing the Internal Structure of the Organization** |
| **Lecture11: Strategic Manager Skills** | **Lecture5: Analyzing the External Structure of the Organization** |
|  | **Lecture6: Formulation of Strategies** |
| **References** | |
| الكتب العربية :  الشميلي، عائشة : الادارة الاستراتيجية الحديثة ، دار الفجر للنشر والتوزيع ، 2017  عواد ، يونس؛ وآخرون . الادارة الاستراتيجية، منشورات جامعة دمشق، 2016  الصرن ، رعد ؛ صقور، مجد . الادارة الاستراتيجية، منشورات الجامعة الافتراضية، 2018  **- English Books:**2  John E. Gamble; Arthur A.Thompson, Jr, (2011), “**Essentials of Strategic Management”,** New York: McGraw- Hill Companies, Inc.  Thompson, A., and Strickland, A, (1998), “**Strategic Management**”, New York: McGraw- Hill Companies, Inc.  Wheelen, T., and Hunger, D, (2000), “**Strategic Management** and Business Policy”, New Jersey: Prentice- Hall, Upper Saddle River.  **2- Periodicals:**  Ans Kolk, and Jonatan Pinkse, (2004), “Market Strategies for Climate Change”, **European Management Journal**, Vol.22, No.3, pp.304-314.  David Lal, and et al., (2004), “Strategic Change in UK Telecommunications: Empirical Evidence”, **European Management Journal**, Vol.22, No.1, pp.99-109.  Fevzi Okumus., (2003), “A Framework to Implement Strategies in Organizations”, **Management Decision**, Vol.41, No.9, pp.871-882.  Jane W. Lu, (2003), “The Evolving Contributions in International Strategic Management Research”, **Journal of International Management**, No.9, pp.193-213.  Johan Frishmmar., (2003), “Information Use in Strategic Decision Making”, **Management Decision**, Vol.41, No.4, pp. 218-227.  Ray Hackney, Janice Burn., and Angle Salazar, (2004), Strategies for Value Creation in Electronic markets: Towards a Framework for Managing Evolutionary, **Journal of Strategic Information Systems**, No.13, pp.91-103.  Robert Grant, and Luc Soenen, (2004), Strategic Management of Exposure, **European Management Journal**, Vol.22, No.1, pp.53-62.  Yadong Luo., (2001), Equity Sharing in International Joint Ventures: An Empirical Analysis of Strategic and Environmental Determinants, **Journal of International Management**, No.7. pp.31-58. | |