

Course Title	Strategic Management	Course Level	Fifth
Course code	MGMT 271	Credit Hours	3 hours
Pre-required courses	MGMT 101	Teaching Language	Arabic
<b>Course Description</b>			
<p>The Strategic Management course focuses on identifying and understanding the source of superior firm performance. This course introduces theoretical concepts and frameworks useful for analyzing the external and internal environment of the firm, and guiding the formulation and execution of different types of strategies. Strategic issues are examined from the perspective of a chief executive or general manager, focusing on how one can formulate effective strategies and develop the necessary resources and capabilities sustainable advantage in a global competitive environment.</p>			
<b>Course Aims:</b>			
<p>The purpose of this course is to enhance the student's ability to do the job of a general manager responsible for strategic performance by covering topics of mission, goal, strategy formulation, strategy implementation and strategy evaluation. Strategic techniques include Industry: Analysis, Analysis of the Competitive Environment, Key Success Factors, Strategic Scenario Analysis and SWOT Analysis. Additional topics are to be covered include strategic thinking, competitive advantage, vertical and horizontal integration, and planning horizon</p>			
<b>Course Contents:</b>			
<p>strategic management principles organization's mission and vision external environment analysis internal environment analysis business strategic alternatives strategy implementation strategy evaluation case studies and presentations</p>			