



الوصف التفصيلي للمادة الدراسية - إجراءات تنفيذ مهام لجنة الخطة الدراسية/ كلية الإقتصاد والعلوم الإدارية
Course Detailed Description – Procedures of the Course Plan Committee/Faculty.....

QF05/0408-1.0

Department	Business Administration / MBA	القسم
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Advanced of Strategic Management	اسم المادة الدراسية Course Name	رقم المادة Course No.
--	المتطلب السابق للمادة (Prerequisite)	3
2/10/2012	رقم وتاريخ اعتماد الخطة الدراسية Number & date of course plan approval	This course includes a set of information that will enable the student to learn the knowledge, experience and skills that will enable them to understand range of topics related to the concept of strategic management and development and improve main core operations and the most prominent contemporary issues in strategic management.
		الساعات المعتمد Credit Hours
		الوصف المختصر Brief Description

<p>1-Introduce students to the concept of strategic management and development.</p> <p>2-Provide students with the strategic levels of the administration.</p> <p>3. Introduce students to the basic flyers strategic director.</p> <p>4-Acquisition student environmental analysis skills.</p> <p>5-Definition student methodology strategy formulation.</p> <p>6-Provide the student to identify strategic options.</p> <p>7-Definition of the requirements of the student's implementation of the strategy.</p> <p>8-Definition of the requirements of the student's control strategy.</p> <p>9- provide students with knowledge about contemporary issues in strategic management.</p>	أهداف المادة: (Course Objectives)
<p>1-Strategy</p> <p>2-Strategic Management</p> <p>3-Vision and Mission for Organization</p> <p>4-Goals and Strategic Objectives for The Organization .</p> <p>5-Strategic Analysis :</p> <p>- Analyzing the External Environment .</p> <p>6-Strategic Analysis :</p> <p>- Analyzing the Internal Environment.</p> <p>7- Strategic Formulation.</p> <p>8- Strategic Implementation.</p> <p>9 Evaluation of the Performance.</p> <p>10- The Role of the Ethics in Strategy</p> <p>11- Discuss the researches subjects</p>	موضوعات المادة: (Course Topics)
<p>Thomas L. Wheelen and J. David Hunger, (2006)</p> <p>" Strategic Management and Business Policy "</p>	الكتاب المعتمد: (Text Book)

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1- Thomas L. Wheelen and J. David Hunger, (2006) " Strategic Management and Business Policy " 2- Fred R. David, (2004) , (2011) " Strategic Management – Concepts and Cases " 3- John A. Pearce and Richard B. Robinson (2003) " Strategic Management , Formulation , Implementation, And Control . "			المراجع العلمية: (References)	
% 50 = Course Work (تقارير، أبحاث، امتحانات يومية) (Reports, Term Papers, Quizes) % 50 =Final Exam	طريقة التقييم □ للمواد العملية: (Practical Course Grade Determination)	% 10 = Participation % 20 =1 st Exam % 20 = 2 nd Exam % 50=Final Exam	طريقة التقييم □ للمواد النظرية: (Grade Determination)	
(Course Outline) التوزيع الزمني:				
ملاحظات Notes	الصفحات في الكتاب المعتمد Pages in Textbook	الموضوعات Subjects	عدد الساعات Hours	الاسبوع Week
		Strategy :- - What is Strategy. - Dimensions of Strategy. - Levels of Strategy. - Kinds of Strategy. Historical view of Strategy.	3	01
		Strategic Management :- - What is the Strategic Management. - The benefits of Strategic Management. - Strategic Management Process. - Models of Strategic Management. - Strategic Management Challenges. Dimensions of Strategic Management.	3	2
		Vision for Organization:- - Concepts of the Vision - Important of the Vision - Dimensions of organization's Vision . - Factors Affected on Vision . - Characters of Vision .	3	3
		Mission for Organization:- - Concepts of the Mission - Important of the Mission - Dimensions of organization's Mission . - Factors Affected on Mission .	3	4



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		- Characters of Mission .		
		Goals and Strategic Objectives for The Organization .	3	5
		Strategic Analysis : - Analyzing the External Environment .	3	6
		Strategic Analysis : - Analyzing the Internal Environment.	3	7
		Strategic Formulation.	3	8
		Strategic Implementation.	3	9
		Strategic Control and Measurement and Evaluation of the Performance.	3	10
		The Role of the Ethics in Strategy	3	11
		Discuss the researches subjects	3	12

2/10/2012	تاريخ الاعتماد Date of Approval		اعتمدت من قبل رئيس القسم Approved by Dept. Chair
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معلومات إضافية: (يتم تحديثها في كل فصل دراسي وتعباً من قبل مدرس المادة)

Extra Information: (Updated every semester and filled by course instructor)

Dr. Abdul Aziz alnidawy	مدرس المادة Course Instructor
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