

Faculty of Commerce & Business Administration

Strategic Management

Information :

Course Code : MGT 401

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Faculty of Commerce & Business Administration

Instructor Information :

| Title | Name | Office hours |
|--------------------|-------------------------------------|--------------|
| Professor | AHMED AZMY ZAKY ABDELAZIZ | 23 |
| Professor | AHMED AZMY ZAKY ABDELAZIZ | 23 |
| Assistant Lecturer | Hagar Hesham Mohamed Alsaeed Senosy | |

Description :

This course focuses on corporate and divisional plan formulation and implementation. The knowledge and techniques learned in earlier courses will be applied in an integrated fashion to the process of strategic decision making and organizational change. The course content will be the overview of strategic management, the strategy formulation, the strategy implementation, the strategy evaluation, the key-strategic management topics, and the strategic-management case analysis.