

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
Lecturer	Sarah Mahmoud Badawy Reffai	1
Lecturer	Farida Mohamed Youssef Hamed	3
Assistant Lecturer	LAMIS ASSEM MOHAMMED RAMADAN	
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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.