



### Course Weekly Outline

<b>Course Lecturer</b>	<b>Taher Mohsin Mansoor</b>			
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<b>Title</b>	<b>Strategic Management</b>			
<b>Course Coordinator</b>	<b>Third stage – first course</b>			
<b>The general objective of the course</b>	<b>Familiarity with the most important fundamentals of strategic management, knowledge of modern trends, and how to leverage them in organizations.</b>			
<b>Course Description</b>	<b>Developing capabilities through the practical use of strategic management models in organizations.</b>			
<b>Textbooks</b>	<b>Strategic Management (Principles and Foundations) 2019</b> <b>Strategic Management, an Integrated Methodological Perspective 2023</b>			
<b>References</b>	<b>Wheelen, T. and Hanger, D. Strategic Management, 2023</b>			
<b>Course Assessment</b>	<b>Term Exam</b>	<b>Project</b>	<b>Quizzes and Attendance</b>	<b>Final Exam</b>
	<b>30</b>		<b>10</b>	<b>60</b>
<b>General Notes</b>	<b>Students are exposed to real-life cases and models from .business developers and organizations</b>			



### weekly lesson schedule

Week	Date	Theoretical material	Scientific material	Notes
1	2024/9/24	<ul style="list-style-type: none"> <li>General Introduction</li> </ul> Strategic Management: Concept and Development	Discussion	
2	2024/10/1	Strategic Management: Importance and Challenges	Examples	
3	2024/10/8	Strategic Leaders and Managers	Examples	
4	10/22/10/15	<ul style="list-style-type: none"> <li>Roles and Building Competitive Advantages for the Organization</li> </ul>	Case	
5	2024/10/22	Strategic Direction: Vision and Mission	Examples	
6	2024/10/29	Strategic Direction: Values and Objectives	Discussion	
7	2024/11/5	Strategic Analysis: External Environment (Opportunities/Threats)	Case	
8	2024/11/12	Strategic Analysis: Internal Environment (Strengths/Weaknesses)	Examples	
9	2024/11/19	Mechanisms for Applying	Case	

		SWOT Analysis		
10	2024/11/26	Strategic Choice at the Organizational Level	Discussion	
11	2024/12/3	Strategic Choice at the Business and Activity Level	Case	
12	2024/12/10	Methods for Analyzing Investment Portfolios BCG GE	Examples	
13	2024/12/17	Strategy Implementation Requirements and Issues	Case	
14	2024/12/24	Strategic Control Stages and Mechanisms	Discussion	
15	2024/12/31	Comprehensive Review and Case Studies	Case	



Dr. Taher M. Mansoor



Head of Deptment

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