



## AL MUSANNA COLLEGE OF TECHNOLOGY

### DEPARTMENT OF BUSINESS STUDIES

<b>BAMG4216</b>	<b>Strategic Management</b>	<b># of Credit Hours-</b>
<b>Prerequisites:</b>	None	
<b>Goal</b>	<p>1.The course focuses on the Formal decision making process called Strategic Management and enlightens on the realistic benefits Strategic Management brings to the Organization.</p> <p>2.The primary course aim to acquaint students with the process of developing a business strategy and its implementation and the challenges of Strategic Management are also taught so that it can be operated well in the competitive market</p>	
<b>Objectives</b>	<b>Outcomes</b>	
<ol style="list-style-type: none"> <li>1. To provide understanding of Strategic Management Model, its components and processes.</li> <li>2. To provide understanding of the relationship between strategic management and business and corporate objectives and strategies.</li> <li>3. Learn how to make business decisions based on Strategic Management Analysis</li> </ol>	1. Describe the fundamentals of business strategy, the strategic process and business objectives.	
	2. Describe and analyze the internal and external business environment of an organization.	
	3. Identify the key elements in business planning and performance measurement.	
	4. Explain the concept of competitive advantage and conduct a simple analysis.	
	5. Identify the ways in which businesses fulfill their responsibilities to different groups of people and institutions.	
	6. Explain the impact upon business of contemporary developments such as globalization and technological advances.	