

Course Title	STRATEGIC MANAGEMENT PRINCIPLES
Course Code	MGT 214
Course Purpose and Objectives	The purpose of this course is to provide knowledge on strategic management concepts and theories. This course aims in developing conceptual skills so that students are able to integrate various management aspects of corporations. Also, students will learn the role of corporate governance in strategic management and obtain the ability to evaluate the strategic alternatives available through case studies of well-known corporations.
Learning Outcomes	<ol style="list-style-type: none"> 1. Explain the environmental variables effecting the organization. 2. Identify resources that can turn into competitive advantages 3. Construct situation analysis and recognize risks 4. Choose various strategies for given situations 5. Demonstrate the importance of staffing and leading in implementing a strategy
Course Content	<ul style="list-style-type: none"> • Evolution of strategic management • Phases, Impact, Basic model of strategic management • Social responsibility of strategic decision makers • The role of corporate governance in social responsibility • Environmental variables • Internal scanning • Situation analysis and business strategy • Directional-Portfolio-Parenting strategies • Implementing a strategy-Who, What, How • Staffing and leading to implement a strategy • Evaluation and measuring performance