



Strategic and Operational Management (MGM 630)

Dr. Adam Yagoub
Assistant professor of Business
Administration
Department of Management
Everyone's Smart University



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Lecture 1

Strategic and Operational Management
(MGM 630)

Basic Model of Strategic Management



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Lecture 2

Strategic and Operational Management (MGM 630)

Strategic Leadership: Managing the Strategy Process



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Lecture 3

Strategic and Operational Management
(MGM 630)

External Analysis: Industry Structure, Competitive Forces, and Strategic Groups



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Internal Analysis: Resources, Capabilities, and Core Competencies



Lecture 5

Strategic and Operational Management
(MGM 630)

Competitive Advantage, Firm Performance, and Business Models



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Lecture 6

Strategic and Operational Management (MGM 630)

Business Strategy: Differentiation, Cost Leadership, and Blue Oceans



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Lecture 7

Strategic and Operational Management
(MGM 630)

Corporate Strategy: Vertical Integration and Diversification



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Lecture 8

Strategic and Operational Management
(MGM 630)

Organizational Design: Structure, Culture, and Control



جامعة القصيم الذكية
EVERYONE'S SMART UNIVERSITY

Lecture 9

Strategic and Operational Management
(MGM 630)

Corporate Governance and Business Ethics



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Lecture 10

Strategic and Operational Management (MGM 630)

Operations management



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

References

1. Strategic management, third edition, 2017

By Frank t. Rothaermel
Georgia Institute of Technology

2. Operations management, Eighth edition

By Nigel Slack Alistair Brandon-Jones
Robert Johnston



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY