

Abdelhafid Boussouf University Center – Mila

Faculty of Economics, Commercial & Management Sciences

Departement Of Economics

Lectures On : Strategic Management

Addressed To 3rd Year Students – 2nd Semester

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Academic Year 2024-2025

Strategic Management

Introduction

Strategic management is the process of planning, implementing, and evaluating strategies to achieve organizational goals. It involves analyzing the internal and external environment to make informed business decisions.

Key Components of Strategic Management

1. **Environmental Analysis** – Assessing internal strengths and weaknesses, as well as external opportunities and threats (SWOT analysis).
2. **Strategy Formulation** – Developing long-term objectives and strategic initiatives.
3. **Strategy Implementation** – Executing strategies through resource allocation and leadership.
4. **Evaluation and Control** – Monitoring performance and making necessary adjustments.

Key Terms

- Strategic management = الإدارة الاستراتيجية
- SWOT analysis = تحليل سوات
- Strategy formulation = صياغة الاستراتيجية
- Competitive advantage = الميزة التنافسية
- Resource allocation = تخصيص الموارد