English for Business and strategic management

first-year Master of Business and strategic management

Dr nourhane groun

Nourhane.groun@univ-biskra.dz

the course syllabus:

1. Terminology related to Business Administration and Strategic Management.
2. The method of formulating problems and research questions in Management Sciences, in addition to proposing hypotheses.
3. research abstracts in English.

Topics:

- Management
- business management
- Strategic management
- decision making
- Change management
- Business Intelligence
- e-management
- Human Resources Management
- Corporate Social Responsibility
- Organizational culture
- Total Quality Management
- Knowledge Management
- Information system
- Information and Communication Technology
- Competitive advantage

about the Evaluation

Participation and presence

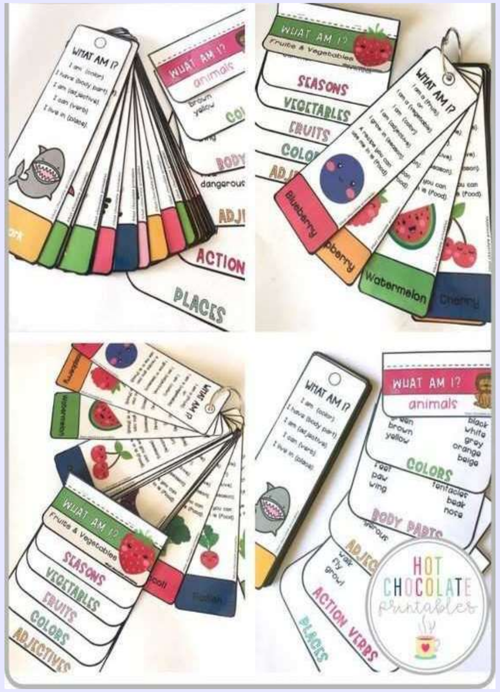
4 p

Individual work (team work)

4 p

The test

12 p



Guessing games

Workshop

Team work


Budget
Profit
Benefits
Management
Loss
Strategy
Recruitment
Supply Chain

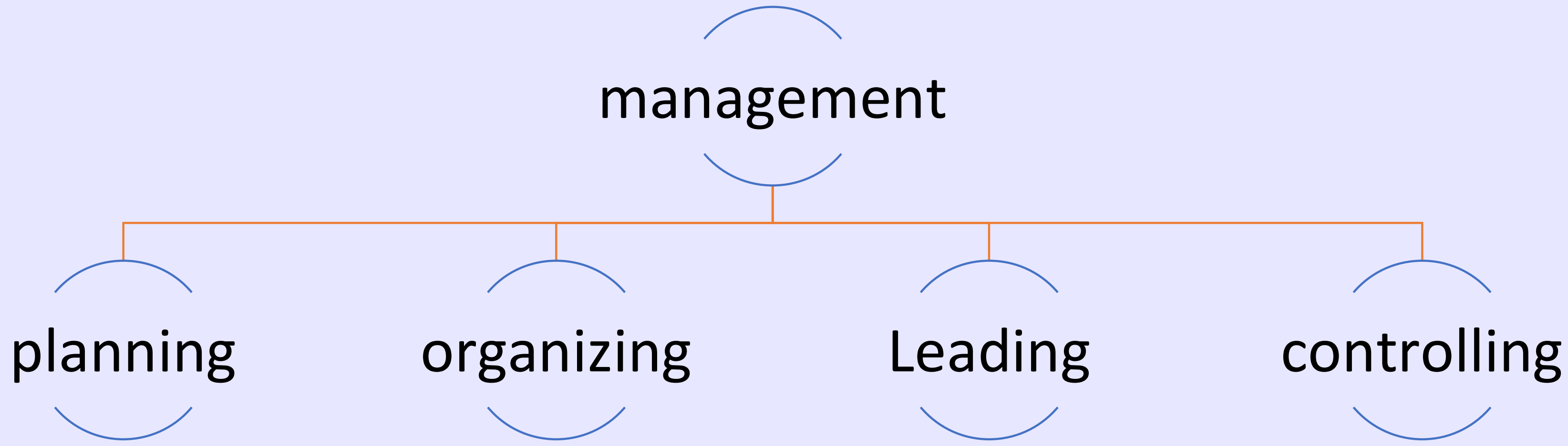
What is management?

- using the available resources in the best possible manner for the purpose of achieving a stated goal and objective of an organization

- the process of planning, organizing, leading, and controlling the activities of an organization to achieve its goals effectively and efficiently.

Management function:

- the management process consists of four primary functions that managers must perform:



Management function:

- **Planning:** through planning, management defines what the future of the organization should be, and how to get there.
- **Organizing**: it refers to structuring roles, responsibilities, and resources within an organization.
- **Leading**: the process of influencing, motivating, and inspiring others to take action or achieve success..
- **Controlling**: refers to the process of monitoring, evaluating, and taking corrective action to ensure that organizational plans and objectives are being achieved effectively and efficiently.

levels of management:

- **Top level**: refers to the highest level of executives in an organization. They are responsible for the overall direction, strategy, and performance of the entire company.
- **Middle level**: which serves as a link between the Lower-Level Management and the Lower-Level Management.
- **first-line management level**: it is the lowest tier of management in an organization. These managers are responsible for overseeing the day-to-day operations and directly managing frontline employees.