



Mohamed Khider University of Biskra
Faculty of Economics, Business
and Management Sciences
first-year Master of strategic management
and business management



English Pre-test for strategic management and business management student

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the importance of management, business administration, human resource management, and strategic management in organizations:

Management, in its various disciplines, is a fundamental pillar of organizational success and sustainability. It encompasses strategic planning, decision-making, resource coordination, and administrative control to ensure the efficient and effective achievement of organizational objectives. Business administration integrates key functional areas such as financial management, operations management, marketing management, and innovation management, all aimed at driving the organization toward competitive advantage. Human Resource Management (HRM), on the other hand, is concerned with designing and implementing policies related to recruitment and selection, training and development, performance appraisal, and compensation management, thereby enhancing human capital and promoting organizational commitment and job satisfaction.

Strategic management provides a long-term perspective, focusing on analyzing the internal and external environment through tools like SWOT analysis and Porter's Five Forces, in order to define the organization's vision, mission, and formulate executable competitive and growth strategies. It also emphasizes organizational change leadership and the ability to adapt to global business dynamics. By integrating these management domains, organizations develop the capacity for dynamic adaptability, informed decision-making, and long-term business sustainability in highly competitive environments. Modern management is not merely a tool for organization—it is a comprehensive system for achieving institutional excellence.

Comprehension Questions:

1. Extract from the text the management terms that you were able to understand!
2. What are the main functions of management mentioned in the text?
3. According to the paragraph, how does business administration contribute to competitive advantage?
4. What specific roles does Human Resource Management (HRM) play in an organization?
5. Why is strategic management considered important for long-term success?
6. How does SWOT analysis support strategic planning?

➤ Answers should be sent to the teacher's email address