

Strategic Management

Aim and scope of the module

The term 'English' for Economic students or management students, or business students has been misused because this module's goal is not to acquire English as general English or literature English. Instead, it is to develop a specific language related to the studied or targeted domain; we mean the strategic management here. Therefore, this module's correct term is ESP (English for a specific purpose), which means that the student should at least acquire to deal with the field's texts and master the area's specialised terms and become familiar with them.

For these reasons, we will focus on specialised texts of strategic management such as books or journals where the focus is on technical terms. The aim is to explain them in English then a translation to Arabic will be given.

One of the primary aims of this module is to empower the student with a background in the field that allows him to read and understand books and journals dealing with strategic management.

Course planning

1. Reading carefully
2. Exploring the texts
 - a. Choosing/highlighting words/terms that are related directly to the strategic management domain
 - b. Explaining the selected words/terms