

المادة : دراسات إدارية بلغة انجليزية  
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جامعة كفر الشيخ  
كلية التجارة  
الفرقة : الثانية  
الشعبة : العربي

**على الطالب أن يختار موضوع واحد فقط من الموضوعات التالية ليكتب فيها  
مقالة بحثية تتناول العناصر الأساسية والفرعية لكل موضوع**

1- Management is the process of getting things accomplished with and through people by guiding and motivating their efforts toward common objectives. The primary managerial functions are the same regardless of the level in the hierarchy of management Discuss the topic in your report. The report should encompass the following:

- Management definition and importance.
- Who are managers and what do they do?
- Explaining in details management functions
- Leading definition.
- Individual behaviour
- Group behaviour
- organizational behaviour
- Communication

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2- Purchasing has gone through a lot of changes during the last decades. Some even refer to it as a 'revolution in purchasing'. Hence, the area has received an enormous interest from both academia and practice. It is in the wider area of Supply Chain Management (SCM), which moved purchasing function from a tactical activity to long run strategic weapon. Supply chain management aims to build a chain of suppliers that focuses on maximizing value to the organization and the ultimate customer. Hence, competition is no longer between companies; it is between supply chains. Discuss the topic in your report. The report should encompass the following:

- purchasing definition and development
- relevant concepts of purchasing
- purchasing procedures

- IS and purchasing
- supplier selection and evaluation
- supply chain management

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### **3- "Marketing mix and green marketing"**

- Marketing mix (Product strategies, pricing strategies, place strategies and promotion strategies)
- Green marketing definition
- Why are firms using green marketing?
- Green marketing mix

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### **4-"The key elements of a performance appraisal measurement and techniques/methods of performance appraisals"**

- What is the performance appraisal?
- Objectives of performance appraisal
- The key elements of a performance appraisal
- Techniques/methods of performance appraisal

**Best Wishes**

**Dr. Einas M. El-Abbasy**

**Dr. Reda Shaker Abdelkareem**