

**Answer the following Questions:**

- I) You have studied the approved strategic plan for quality assurance & accreditation in Mansoura University over the past three months, using this holistic approach you are required to do the following:**
- 1) As a student in the English Program Faculty of Commerce for at least 4 years, conduct a brief SWOT Analysis of this program by developing 3 items for each of the four SWOT categories.**
  - 2) Develop 2 strategic goals for each of the following strategic elements of the program:**
    - a- Staff members and their assistants.**
    - b- Infrastructure and support services.**
    - c- Assessment of student learning.**
- II) a) Explain in short corporate mission, vision, culture and management philosophy.**
- b) Cost leadership and diversification strategies are two of the major strategies that are available to corporations at business level. Explain in details.**

***GOOD LUCK***