

MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT
BACHELOR IN BUSINESS ADMINISTRATION (BBA), SYLLABUS 2072 (2016)

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| Course Title | | Strategic Management |
| Course Code Number | | MGT 352 |
| Year/Semester | | III/V |
| Credit Hours | | 03 |
| Course Objectives: | | |
| Main Objective | | This Course aims to impart knowledge to analyze a company's business environment, select a strategy, and construct the organization necessary to put it into action. The dynamic competitive environment of the 21st century requires a broad understanding of human knowledge and an ability to integrate seemingly disparate concepts into a coherent framework. Integrating the diverse knowledge required in business involves developing a clear sense of the firm's strategic direction and making decisions designed to move the firm toward achieving its objectives. This course attempts to fill the aforementioned gap on strategies. |
| Enabling Objectives | | After the completion of all the learning units of the course, participants will be able to: <ul style="list-style-type: none"> Analyze industry structure and environmental trends to assess industry potential; Assess a firm's resources for their potential to generate a competitive advantage; Explain how firms can add value across diverse lines of business; Develop an awareness of the dynamic impact of strategic actions by the firm and its rivals on business and corporate strategy and the industry; Explain the elements of the strategic management process; and Apply tools to enhance flexibility in a turbulent environment. |
| Learning Unit (LU) | Learning Hours (LH) | Contents |
| LU 1 | LH 6 | Introduction Definition, Nature, Scope of Strategic Management, Strategic Intent, Internal Appraisal Methods and Techniques, |
| LU 2 | LH 8 | Strategic Management Process Vision statements, Mission statements, Values, Objectives, Management involvement, Strategic Plan, Business Plans |
| LU 3 | LH 12 | Environment Evaluation Components of the external environment, Driving forces behind |

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| | | industry changes, Market position of competitors, Strategic mapping Key success factors in competition , Marketing Plan, Strategy success indicators, SWOT analysis, Value chain, Activity-based accounting, Benchmarking |
| LU 4 | LH 10 | Competitive Strategy Options and Supplements Strategy Analysis and Choices, Low-cost provider, Broad differentiation, Best-cost provider, Focused/market niche, Strategic alliance and partnership, Mergers and acquisition, Strategy Implementations, Strategic Control and Operational Control |
| LU 5 | LH 4 | Foreign Market Strategies Factors Affecting Strategy, Strategic Options |
| LU 6 | LH 8 | Strategy Execution Strategy for Diversified Organization, Ethical ,Responsible and Sustainable Strategies, Organizational Support to Strategy execution (Strategic Framework, Staffing, Core competencies, Organizing the work effort), Managing Internal Operations and resources, Policies and Procedures, Organizational Culture and Change |
| References | | <ol style="list-style-type: none"> 1. Jaunch, L., Gupta, R. and Glueck, W. Business Policy and Strategic Management. New Delhi: Frank Bros. and Co. Ltd. 2. Johansson, G. ,Kevan, S. and Whittington R. . Exploring Corporate Strategy: Text and Cases. New Delhi: Pearson Education Limited 3. Pearce, J.A., Robinson, RB and Mittal A. Strategic Management Strategy Formulation and Implementation. New Delhi: AITBS. 4. Wheelen, T.L. and Hunger, J.D. Strategic Management and Business Policy, New Delhi: Pearson Education. |

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination.