

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

Course Title		Strategic Management
Course Code Number		MGT 531
Credit Hours		03
Year: II		Semester: III
Course Objectives:		
Main Objective		This course aims to analyze industry structure and environmental trends to assess industry potential. It deals with assessing firms resources for their potential to generate a competitive advantage. The course deals with the elements of strategic management process, and turbulent environment.
Enabling Objectives		After the completion of this course, the students 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	4	Introduction to Strategic Management Concept of strategy and strategic management, hierarchy of strategies, strategic management model, challenges to strategic management, role of CEO in strategic management , strategic decision – characteristics, importance, ingredients of strategic plan – mission, vision, objectives, strategies, tactics; significance of strategic management
LU 2	9	External Environment Macro, industry and operating (task) environment, Scenario planning, PESTEL Framework, Key drivers of change, Industry analysis – Defining industry and industry structure, Porter's Five Force Model, Competitive Analysis, Competitive intelligence, Competitors profile matrix, Key success factors, Strategic groups, types and map, and External Factors Analysis Summary (EFAS)
LU 3	9	Internal Environment Key areas of internal assessment – policy, process, structure, resources and culture, Resource based view (RBV) of a firm and types of organizational resources, Competencies: threshold,

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		core and distinctive (unique) competencies , Introducing strategic capabilities, Capabilities for sustainable advantages, Cost efficiency and its sources, Organizational knowledge ,Techniques of internal analysis – SWOT analysis, value chain analysis, historical analysis, benchmarking
LU 4	10	Strategic Option Generic strategies, Corporate strategies: Integrative, intensive, diversification, defensive; Directions of strategic development; Means or methods of strategic development – internal development, mergers, acquisition, joint ventures, strategic alliances etc.,
LU 5	8	Strategic Formulation and Choice Evaluating strategies: Portfolio analysis, SWOT matrix, BCG matrix, GE business screen, Hofer’s model, public sector portfolio matrix; internal external matrix, grand strategy choices, screening options
LU 6	8	Strategic Implementation and Control Process of strategic implementation - Breaking down objectives, concise policies, developing programs and procedures, Multilevel resource plans; matching structure and strategy; Management information system and control; Leadership and managing strategic changes; Strategies and HR concerns, Operations concerns, Mc-Kinsey 7S model. Evaluating strategy, Strategy evaluation and control: Meaning and techniques
References		<ol style="list-style-type: none"> 1. Thomas L. Wheelen, J. David Hunger (2010). Strategic Management and Business Policy, Pearson/Prentice Hall. 2. Arthur, A, Thomson and Strickland, A. J. (2002). Strategic Management – Concept and Cases. Tata McGraw Hill, New Delhi. 3. Kark Rajneesh (2008). Competing with the Best: Strategic Management of Indian Companies in a Globalizing Arena Penguin Books. 4. Azhar Kazmi (2004). Business Policy and Strategic Management. Tata McGraw Hill, New Delhi. 5. Lawrence R. Jauch., Glueck William F. - Business Policy and Strategic Management (Frank Brothers) 6. Pearce II John A. and Robinson J.R. and Richard B. - Strategic Management (AITBS) 7. Fred R, David, Strategic Management , Prentice-Hall of India

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