



Spring Term

Basic Information:

Title:	Strategic Management	Code:	MGMT-573
Program:	MBIT	Credit Hours:	Three (03)
Sessions:	30 Classes + Mid Term + Final Term	Pre-Requisite:	

Course Description:

The course aims to provide students with vision and skills required to create, enhance and sustain an organization's strategic competencies, corporate values and competitive advantages in highly unpredictable environments. A combination of mystery, adventure and experiments lie at the heart of this course with focus on strategic innovations, business games, knowledge creation tools, dynamics of competitive rivalry and industrial parameter- all leading to the new rules of the strategy.

Learning Outcomes:

After the completion of this course, it is expected that students who will involve themselves in the knowledge base working of the course will be capable to

- *To develop awareness of the impact internal, external environmental and global factors have on business future growth.*
- *To learn and analyze strategic and policymaking process by evaluating Pakistani and Global business environment and companies. To develop skills in determining company-wide strategy.*
- *To develop skills in using strategic assessment tools to identify company-wide problems.*
- *To develop skills in analyzing, evaluating and drawing conclusions on the financial performance of the company to company's strategic plan.*
- *To understand problems associated with long term strategy formulation, implementation and evaluation*

Teaching Learning Methodology:

The formal teaching component of this course consists of active student participation in and contribution to all forms of teaching and learning i.e. lectures, discussions, research assignments and projects. Lectures will be twice a week of 90 min each.

Group Configurations:

Group of 4-5 participants have been formed by the Instructor in order to build teamwork and adaptability

Weekly Term Plan

Wk	Lecture Topic
01	<i>Evolution of Strategy and its Role</i>
02	<i>Competitive Advantages</i>
03	<i>Customers or internal development?</i>
04	<i>What is a Blue Ocean Strategy?</i>
05	<i>Introduction of Vision and Mission.</i>
06	<i>PESTEL Analysis</i>
07	<i>SWOT Analysis</i>
08	<i>Mid Term Examination</i>
09	<i>Porter's Value chain model analysis of the firm (VCA)</i>
10	<i>Key concepts of Business Model</i>
11	<i>Strategy analysis and choice</i>
12	<i>Management issues in strategy implementation</i>
13	<i>A strategy evaluation framework</i>
14	<i>Going Global Issues</i>
15	<i>Going Global Issues Continued</i>
16	<i>Final Term Examination</i>



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Topics in Detail

Evolution of Strategy,

*Role of Strategy,
 Structure of Strategic Management Process
 Why Firms Need Strategy Planning?*

Competitive Advantages

*Strategic Importance of developing the strategy
 Customer orientated Vs Resource oriented
 Which one is suitable?
 Should Firm listen to their customers or more focused on internal development?*

Blue Ocean Strategy?

*Why it is important to discover a Blue Ocean?
 Creation and protection of Blue Ocean.*

Vision and Mission.

*What do we want to become and what we are?
 Development of Mission Statement.
 Importance of Vision and Mission statements.
 Mission statement components.*

PESTEL Analysis

*Porter's Five Forces Model,
 Impact of external forces on company strategies
 Evaluation of Firm's external position through EFE (External Factors Evaluation)*

SWOT Analysis

Evaluation of Firm's Internal position through IFE (Internal Factors Evaluation)

VCA

*Porter's Value chain model analysis of the firm
 Identification of Firm's competitive advantage through activities*

Business Model

*Effects of strategy on firm's business model
 Understanding the Value
 Value Creation Vs Value Capturing*

Strategy Analysis and Choice

*A comprehensive strategy formulation framework comprises on
 The Input Stage
 The Matching Stage,
 The Final Decision Stage*

Management issues in strategy implementation

*Annual Objectives Policies Resource Allocation
 Managing conflict
 Organizational structure & strategy
 Restructuring
 Managing resistance*

A strategy evaluation framework

*Rumelt's Model for strategy evaluation
 key performance indicators and Measurement
 Taking Corrective actions
 Balanced Scorecard evaluation*

Going Global Issues

*Pressure to be global
 Growth Trap
 Competing Global
 Competing Local with MNCs
 Pressure to be global
 Growth Trap
 Competing Global
 Competing Local with MNCs*

Text & Recommended Readings

Strategic Management – Concepts and Cases by Fred David 13th edition

Assignment Specification

- Microsoft Word for Documentation
 Headings Arial 11pt Bold
 Normal Text Times New Roman 10pt
 Header Footer Times New Roman 8pt
 Paragraph Single Line Spacing
 First Line Indent 1.0 cm
 Page Margins 2 cm from each side*



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Grading Policy:

Final Grade for this course will be the cumulated result of the following term work with relevant participation according to the quoted percentage.

Sessional	25%		Mid Term	35%		Final Term	40%
Assignments	10 %		Mid Term Exam	25%		Final Exam	30%
Quizzes	10%		Major Report/Work	10%		Case Study/Project/ Term Paper	10%
Presentations	05%						

Remember subdivision of Mid Term and Final Term Examination should be done only in extreme cases of very essential and major Grading Instruments.

Dishonest Practices & Plagiarism

Any student found responsible for dishonest practice/cheating (e.g. copying the work of others, use of unauthorized material in Grading Instruments) in relation to any piece of Grading Instrument will face penalties like deduction of marks, grade 'F' in the course, or in extreme cases, suspension and rustication from IBIT.

For details consult PU Plagiarism Policy at <http://pu.edu.pk/dpcc/downloads/Plagiarism-Policy.pdf>

Grading System:

Letter Grade	Grade Point	Num Equivalence
A	4.00	85 – 100 %
A-	3.70	80 – 84 %
B+	3.30	75 – 79%
B	3.00	70 – 74 %
B-	2.70	65 – 69 %
C+	2.30	61 – 64 %
C	2.00	58 – 60 %
C-	1.70	55 – 57 %
D	1.00	50 – 54 %
F	0.00	Below 50 %
I	Incomplete	*
W	Withdraw	*

Norms to Course:

- ✓ Submission Date and Time for the term instruments is always **Un-Extendable**.
- ✓ 5 Absentees in class will result in forced withdrawal. **(PU Policy)**
- ✓ Re-sit in Mid and Final Term will cause you a loss of 2 and 3 grade marks respectively. **(PU Policy)**
- ✓ This is your responsibility to keep track of your position in class evaluation units.
- ✓ After the submission date, NO excuse will be entertained.
- ✓ **Keep a copy of all submitted Grading Instruments.**
- ✓ Assignment is acceptable only in its Entirety.
- ✓ No make up for any assignment and quiz.
- ✓ Copied & Shared work will score Zero.
- ✓ Assignments are Individual.

Good Luck
 For the Spring Term