



QURTUBA UNIVERSITY

Of Science and Information Technology

D.I Khan, Peshawar Khyber Pakhtunkhwa, Pakistan.

Course Name	Strategic Management
Course Code	MGT306
Semester	sixth
Credit Hours	03
Total Weeks	16/18
Total Hours	48/54
Total Marks	100
Pre-requisite	None

Course Objectives

The knowledge of Strategic Management is inevitable for the present day manager. This course will enable the students to understand the underlying concepts and processes involved in the strategic management practices. It will provide a basic idea about what strategists do in organizations and how do they do it? Students will be able to better comprehend some of the basic concepts of strategic management highlighted in this course.

Grading Criteria

Distribution	Weight
Quizzes, Assignments, and class participation	10
Mid Term	20
Final Term	70
Total	100

Recommended Books

- Strategic Management (concept and cases) 7th Edition by Fred R. David.

WEEK WISE BREAKDOWN

Week	Description
1	<p>The Nature of Strategic Management</p> <p>Definition :</p> <ul style="list-style-type: none"> ◇ Strategy, Strategists, Strategic Management, ◇ Mission Statement, Long term objectives , Annual ◇ Objectives, Internal Strengths and weaknesses, ◇ External opportunities and threats. ◇ Benefits of strategic Management ◇ Comparison Military & Civil Strategy
2	<p>Strategies</p> <ul style="list-style-type: none"> ◇ Types of Strategies ◇ Integration Strategies ◇ Intensive Strategies ◇ Diversification Strategies ◇ Defensive Strategies <ul style="list-style-type: none"> ○ Generic Strategies ○ Case Study (Home work of class work)
3	<p>The Business Mission</p> <ul style="list-style-type: none"> ◇ What is a mission statement ◇ Reasons & Process of Developing mission Statement ◇ Writing of Mission Statement ◇ Practice-Writing and Evaluation of Mission Statement
4 & 5	<p>Strategic Formation</p> <ul style="list-style-type: none"> ◇ Economic Forces ◇ Social, Culture, demographic and environmental forces ◇ Political, Government & Legal Forces ◇ Technological Forces ◇ Competitive Analysis - Porter's Five Forces Model ◇ Case Studies - Practice
6 & 7	<p>Internal Assessment</p> <ul style="list-style-type: none"> ◇ Nature & Process of Internal Audit ◇ Relationship among Basic Functions of Management and Strategic management Process (Table 5,2) ◇ Levels of Planning (Table 5,2) ◇ Marketing Analysis (Customer, Buying, Supplies, Selling, Product planning, Pricing, Distribution, Marketing Research etc.) ◇ Basic Functions of Production Management (Table 5,5) ◇ Impact of Strategy Element of Production Management (Table 5,6)
8 & 9	<p>Strategy Analysis and Choice Strategies</p> <ul style="list-style-type: none"> ◇ Selection Process ◇ Strategic Management Model ◇ Strategy Formulation Frame work ◇ TOWS Matrix ◇ Space Matrix ◇ BCG Matrix ◇ Internal - external (IE) Matrix ◇ Grand Strategy Matrix

	Two Assignments + Two Test	Mid Term Exam
10	Strategy Implementation - Management Issues	
	<ul style="list-style-type: none"> ◇ Objectives ◇ Policies ◇ Resources Allocation ◇ Managing Conflict ◇ Matching Structure with Strategy ◇ Restructuring and Reengineering 	
11	Strategy Implementation	
	<ul style="list-style-type: none"> ◇ Marketing Issues ◇ Finance / Accounting issues ◇ CIS issues ◇ R & D 	
12 & 13	Strategy Evaluation	
	<ul style="list-style-type: none"> ◇ Strategy Review ◇ Evaluation-Characteristics of effective evaluation system ◇ Measuring Organizational Performance ◇ Control - Corrective Actions ◇ Contingency ◇ Case - Study 	
14	International Strategic Management	
	<ul style="list-style-type: none"> ◇ Nature of Global Competition ◇ Advantages & Disadvantages of International Operations ◇ Cultural Effects ◇ Global Challenges 	
15 & 16	<ul style="list-style-type: none"> ◇ Case - Studies ◇ Revision 	
	Two Assignments + Two Test+ Presentation	Final Term

Learning Outcomes:

- Formulate organizational vision, mission, goals, and values.
- Analyze, develop, and establish organizational priorities.
- Develop strategies and action plans to achieve an organization's vision, mission, and goals
- Recognize and understand the importance of utilizing cultural diversity in strategic management processes.