

Semester : 4th
Total credit : 48/54
Course : Strategic Management
Course Code : MGT306
Credit hour : 03
Semester duration : 16/18

Week 1:

The Nature of Strategic Management

Definition :

- ◇ Strategy, Strategists, Strategic Management,
 - ◇ Mission Statement, Long term objectives , Annual
 - ◇ Objectives, Internal Strengths and weaknesses,
 - ◇ External opportunities and threats.
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- ◇ Benefits of strategic Management
 - ◇ comparison Military & Civil Strategy

Week 2:

Strategies

- ◇ Types of Strategies
- ◇ Integration Strategies
- ◇ Intensive Strategies
- ◇ Diversification Strategies
- ◇ Defensive Strategies
 - ◇ Generic Strategies
 - ◇ Case Study (Home work of class work)

Week 3:

The Business Mission

- ◇ What is a mission statement
- ◇ Reasons & Process of Developing mission Statement
- ◇ Writing of Mission Statement
- ◇ Practice-Writing and Evaluation of Mission Statement

Week 4 & 5:

Strategic Formation

- ◇ Economic Forces
- ◇ Social, Culture, demographic and environmental forces
- ◇ Political, Government & Legal Forces
- ◇ Technological Forces
- ◇ Competitive Analysis – Porter’s Fire Process Model
- ◇ Case Studies – Practice

Week 6 & 7:

Internal Assessment

- ◇ 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)

Week 8 & 9:

Strategy Analysis and Choice Strategies

- ◇ Selection Process
- ◇ Strategic Management Model
- ◇ Strategy Formulation Frame work
- ◇ TOWS Matrix
- ◇ Space Matrix
- ◇ BCG Matrix
- ◇ Internal – external (IE) Matrix
- ◇ Grand Strategy Matrix

Week 10:

Strategy Implementation – Management Issues

- ◇ Objectives
- ◇ Policies
- ◇ Resources Allocation
- ◇ Managing Conflict
- ◇ Matching Structure with Strategy
- ◇ Restructuring and Reengineering

Week 11:

Strategy Implementation

- ◇ Marketing Issues
- ◇ Finance / Accounting issues
- ◇ CIS issues
- ◇ R & D

Week 12 & 13:

Strategy Evaluation

- ◇ Strategy Review
- ◇ Evaluation-Characteristics of effective evaluation system
- ◇ Measuring Organizational Performance
- ◇ Control – Corrective Actions
- ◇ Contingency
- ◇ Case – Study

Week 14:

International Strategic Management

- ◇ Nature of Global Competition

- ◇ Advantages & Disadvantages of International Operations
- ◇ Cultural Effects
- ◇ Global Challenges

Week 15 & 16:

- ◇ Case – Studies
- ◇ Revision

Text Book:

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