**Course Syllabus**

**MGT – 411:Strategic Management**

Semester – II of Academic Year 2015

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Faculty Member: Dr.Sadaf.S.S –Asst.Professor

Class Hours: 10.00 – 10.50 A.M. (Sun, Tue, Thru)

Office Number: 130 (Second Floor))

**Course Description & Objectives**

The business world today is considerably different and more complex than it was in the previous years. Both the challenges and opportunities facing organizations of all sizes today are greaterthan ever. Organizations are required to continuously find better ways to compete in the rapidly changing global business environment. Survival and competition have become imperative for organizations in the current global scenario. In this context, the course develops the strategic thinking and decision making abilities of students, especially in relation to understanding the employability of various strategies in different situations.

**Course Effectiveness Matrix:**

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| **Course Learning Outcomes (CLO)**  Upon Completion of the course the students will be able to: | **Linked to Program**  **Learning Outcomes (PLO)** | **Teaching Strategies** | **Assessment** |
| 1. describe the practical and integrative model of strategic management process that defines basic activities in strategic management | LG 6: OB 6.2 | * STM Model * Development * Cooperative learning * Action-learning | Test – 1 |
| 1. demonstrate the knowledge and abilities in formulating strategies and strategic plans | LG 5: OB: 5.1;&  OB 5.2 | * Case Analysis * Strategy Formulation Exercise | & Mid-Term 1 |
| 1. analyze the competitive situation and strategic dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement | LG 2: OB 2.1; & LG 6: OB 6.3 | Case Analysis & Group discussions | Mid-Term – 1: Business-case Analysis  Mid-Term – 2  Test-2 |
| 1. evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences | LG 5: OB 5.3: & LG 6: OB 6.2, & OB: 6.3 | Lecture, Tutorial, & SWOT Analysis exercise | Test – 3  &  Final Examination |

**Textbook:** Strategic Management: Concepts and Cases – Abdulrahman Al-Aali, Abbas Ali, and Fred David (Arab World Edition) – Pearson Publication

**Assessments**

Assignments (5 x 2) : 5%

Test ( 2 best out of 3) : 10%

First Mid-Term : 20%

Second Mid-Term : 20%

Attendance & Participation : 5 %

Final Exam : 40%

**Attendance:** It is compulsory to attend at least 75% of all classes. Any student failing to attend 75% of the classes will not be able to sit in the Final Examination

**Make-ups:** If a student misses the mid-term he has to provide a documented proof for the reason of absence in order to resist in the make-up examination. Moreover, late submission of any required assignment means getting less marks for that assignment. (Make-ups are entertained only in genuine cases).

**Policy on Academic Integrity:**Students who violate University rules on academic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students, and the integrity of the University, policies on academic dishonesty will be strictly enforced.

Taking the words of others or presenting the ideas of others as your own not only prohibits you from learning the skills of academic research, it also violates the University’s Code of Academic Integrity. The University defines academic dishonesty as “cheating of any kind, including misrepresenting one’s own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information.”

Please make yourself familiar with the University’s Code of Academic Integrity. There will be zero tolerance for plagiarism and cheating. Please note that the Code stipulates that you cannot submit work prepared for another course—if you want to re-use research done in previous courses, discuss details with me before you start on the paper. If you are not sure about how to represent another person’s work in an assignment, contact me for advice before submitting. The code specifies that the minimum sanction for plagiarism is an F on the particular assignment; repeated offenses carry an F for the class as the minimum penalty.

**Course Coverage:**

**Week 1& 2:**Nature of Strategic Management – Defining the concept – Key Terms in Strategic Management (Chapter - 1)

**Week 3& 4:**The Strategic Management Model–Benefits of Strategic Management – Strategic Planning(Chapter - 1)

**Week 5:**Strategy Formulation – Developing Vision and Mission of a company – Characteristics and Essential components of a mission statement - (Chapter 2)

**Week 6:** Nature of External Analysis– Key external forces - Competitive Analysis(Porter’s Five Forces model) – Industry Analysis (Chapter 3)

**Week 7 & 8:**The Nature of Internal Analysis – Integrating Culture and Strategy – SWOT Analysis - Value Chain Analysis – (Chapter 4)

**Semester Break**

**Week 9:**Competing in the Global Marketplace – Market Entry Strategies – Global Integration Strategies (Chapter 5)

**Week 10:**Strategies in Action – Long-Term Objectives – Balance Scorecard – Types of Strategies – Porter’s Five Generic Strategies (Chapter 6)

**Week 11:**Strategy Analysis and Choice– The Comprehensive Strategy-Formulation Framework (Chapter – 7)

**Week 12:**Nature of Strategy Implementation – Annual Objectives – Policies – Resource Allocation – Managing Conflict – Matching Structure with Strategy (Chapter 8)

**Week 13:**Strategy Implementation – Issues Related Business Functional Areas(Chapter 9)

**Week 14:**Strategy Evaluation – Strategy review, evaluation and control – A Strategy- Evaluation Framework(Chapter 11)

**Week 18:Final Exam**

**Details on the Mode of Assessment & Submission Schedule**

* **Class Activities** ………………………………………………………. **20%**
  + - Attendance & Participation ….. 5**%**
    - Assignments…………. 5**%**
    - Tests ………………….. 10%
* **Mid-term Examination** ……………………………………………… **40%**
  + - * **Mid-term exam – I 20%**
      * **(Written exam with MCQs , true & false & essay question)**
      * **Mid-term exam – II Case Analysis (individual) Assignment – 2: 20%**
      * **(Written exam with MCQs , true & false & essay question)**
* **Final Examination** ………………………………………………. **40%**

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| **Activities** | **Submission Deadlines** | **Weightage** | **Scores** |
| Attendance and Participation | Throughout the Semester | **5%** |  |
| **Class Activities – 20%** | | | |
| Two Assignments including Case analysis of  Course Learning Experience | On mutually agreed date(s) | **5%** |  |
| Three Tests | On mutually agreed date(s) | **10%** |  |
| **Mid-term Examination – I & II (40%)** | | | |
| Mid- Exam-1 | On mutually agreed date | **20%** |  |
| Mid Exam– 2 | On mutually agreed date | **20%** |  |
| Final Examination | | | |
| Final Exam | Check Exam Schedule for date of final examination | **40%** |  |

**6. Grade information**

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| --- | --- |
| 95-100 | A\* |
| 90-94 | A |
| 85-89 | B\* |
| 80-84 | B |
| 75-79 | C\* |
| 70-74 | C |
| 65-69 | D\* |
| 60-64 | D |
| Below 60% | F |