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Name of Faculty: **Md. Sajid Akhtar Khan**

Department: **Business Administration**

Course :**Strategic Management**

Course Number: MBA/119A

Semester/Section: **Second Semester**

Session: **Jan2018to May 2018**

**Instruction Plan Details :**

<b>Lecture No.</b>	<b>Topics to be covered</b>	<b>References</b>	<b>Remarks</b>
<b>Plan for course, to be covered before 1<sup>st</sup> sessional Exam</b>			
	<b>UNIT- 1</b>		Number of lectures
	An introduction to strategy		1
	Nature of strategic management		1
	Objectives of strategic management		1
	Importance and significance of strategic management		1
	Process of strategic management		1
	Explain the companies vision		1
	Explain the companies mission		1
	Explain the organizational objectives		1
	An overview of strategic management		1
	<b>CASE STUDY (Discussion)</b>		1
	<b>Class Test</b>		1
<b>TOTAL</b>			<b>11</b>
	<b>UNIT-11</b>		
	Discuss strategy formulation		1
	Introduction to overview of environmental and organizational appraisal		1
	Introduction to overview of environmental and organizational appraisal		1
	Integration, diversification and internationalization		1
	Stability and retrenchment		1
	Analysis and choice using BCG matrix		1
	Explain general electric matrix and balance scorecard approach		2
	<b>CASE STUDY (Discussion)</b>		1
	<b>Class test</b>		1
<b>TOTAL</b>			<b>11</b>
	<b>UNIT-111</b>		

	Strategy implementation		1
	Designing organizational structure		
	Explain structural implementation		1
	Explain behavioural implementation		1
	Explain functional implementation		1
	Explain operational implementation		
	An overview of strategic implementation discussion		1
	<b>CASE STUDY (Discussion)</b>		1
	<b>Class Test</b>		1
<b>TOTAL</b>			<b>9</b>
	<b>UNIT-IV</b>		
	Explain strategic evaluation		1
	Explain strategic control		1
	Nature of strategic evaluation		1
	Strategic control		1
	Operational control		1
	Techniques of evaluation		1
	Techniques of control		1
	Importance of strategic evaluation		1
	<b>CASE STUDY (Discussion)</b>		1
	<b>Class Test</b>		1
<b>TOTAL</b>			<b>10</b>

**Reference Books:**

1. Azhar Kazmi, Business Policy and Strategic Management, TMH publication
2. Jauch & Glueck, Business Policy and Strategic Management
3. Thompson A.A. and Stickland A.J, Strategic Management- Concept and cases
4. David, Fred R. Strategic Management- Concept and Cases, Pearson Education, Delhi
5. Kenneth, A. Andrews, Concept of corporate Strategy
6. Melvin J. Stanford, Management Policy
7. John A. Pearce II and R.B. Robinson, Strategic Management – Strategy Formulation and Implementation.

**Signature of Faculty Member**

**HOD/Principal/Academic Coordinator**

**Date:**