



INSTITUTE OF BUSINESS & MANGEMENT (IB&M)
UNIVERSITY OF ENGINEERING AND TECHNOLOGY
(UET), LAHORE



COURSE OUTLINE

Course: **Strategic Business Management**
Semester: **8th**
Credit Hours: **3**
Instructor: **Dr. Abdul Aziz Khan Niazi**
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Course Code: **MGT 412**
Class: **BBA**
Total hours: **16*3= 48**
Pre-requisite (if any):
OfficeHours: **Thurs,08:00-10:00am**

Course Introduction:

The course is meticulously designed to enable students to make structural and performance analysis of competitive forces and to position a firm to gain strategic advantages in various business and organizational contexts.

After the completion of this course, students will be able to:

- Develop a framework for strategic analysis.
- Identify central issues and problem in complex, comprehensive cases.
- Suggest alternative course of action and present well supported recommendations for future action.
- Understand the relevance of the strategic management theories and practices, in local settings.
- Bridge the gap between theory and practice and developing an understanding of when and how to apply the concepts and techniques learned in earlier courses in marketing, accounting; finance, management, production and information systems

Sr#	Course Learning Objectives	Link with Program Learning Objectives
1.	Understanding of advance topics in strategic management	Apply appropriate quantitative and qualitative techniques in solving business problems.
2.	Training of students regarding applications of multi-criteria decision-	Participate in producing positive team

	making techniques useful in strategic planning, scheduling and risk identification/assessment.	objectives.
3	Training students regarding technical, financial, economic, social and risk appraisal techniques useful in strategic management.	Describe and apply appropriate influence tactics

Text Books:

- Dess, Lumpkin and Elsner, Strategic Management (Creating Competitive Advantages) Latest Edition

Reference Books:

- Certo & Peter; Strategic Management: Concepts & Applications, Random House Business Division.
- Johnson Schol, Exploring Corporate Strategy, Prentice Hall
- Fried. R. David, Strategic Management, Prentice Hall, Jan 2012

Recommended Readings:

Latest research articles regarding applications of multi criteria decision making techniques currently being used in strategic management.

USE FULL WEBSITE:

Explore renowned websites of multi criteria decision making techniques.

Detailed Weekly Plan

BBA-2016

Week no.	Topics to be covered in the course	Learning Objective of this topic	Expected Outcomes from Students	Link with course learning objectives	Teaching Method	Assessment Criteria
1.	Strategic Management: Creating Competitive Advantages	Development of conceptual base of	Able to understand basic concepts of the subject.	To provide an understanding of current topics in strategic management.	Lecture	-

Week no.	Topics to be covered in the course	Learning Objective of this topic	Expected Outcomes from Students	Link with course learning objectives	Teaching Method	Assessment Criteria
		students.				
2.	Analysis of External Environment of the Firm	Conceptual advancement of students regarding strategic analysis of the firm including internal/external environment of the firm and its intellectual capital.	Able to understand some of the advance concepts of strategic analysis.	To provide an understanding of advance topics strategic analysis.	Lecture	-
3.	Analysis of Internal Environment of the Firm			To provide an understanding of advance topics strategic analysis.	Lecture	Class Activity / Assignment
4.	Recognizing a Firm's Intellectual Assets: Moving Beyond the Tangible Assets of the Firm		To train students regarding technical, financial, economic, social and risk appraisals to perform strategic analysis.	To train the students regarding applications of multi-criteria decision-making techniques in strategic planning, scheduling and risk identification/assessment.	Lecture	Class Activity / Assignment
5.	Business Level Stagey: Creating Competitive Advantages	Practically apply the techniques of multi-criteria-decision-making in strategic decision making.	Able to practically apply the techniques of multi-criteria-decision-making	Describe and apply appropriate influence tactics. Describe best practices for effective leadership and demonstrate the ability to lead in	Lecture	Class Activity / Assign.

Week no.	Topics to be covered in the course	Learning Objective of this topic	Expected Outcomes from Students	Link with course learning objectives	Teaching Method	Assessment Criteria
			in strategic decision making.	organizational situations		
6..	Corporate Level Stagey: Creating Competitive Advantages	Practically apply the techniques of multi-criteria-decision-making in strategic decision making.	Able to practically apply the techniques of multi-criteria-decision-making in strategic decision making.	Describe and apply appropriate influence tactics. Describe best practices for effective leadership and demonstrate the ability to lead in organizational situations	Lecture	Class room discussion
7.	Presentations	Provide environment to the students to learn applications of multi criteria decision making techniques.	Able to learn apply of multi criteria decision making techniques.	Describe best practices for effective leadership and demonstrate the ability to lead in organizational situations	Topic assigned	-
8.	Mid Term Examination					
9.	International Level Stagey: Creating Competitive Advantages	Practically apply the techniques of multi-criteria-decision-making in	Able to practically apply the techniques of multi-	Describe and apply appropriate influence tactics. Describe best practices for	Lecture	Class Exercise

Week no.	Topics to be covered in the course	Learning Objective of this topic	Expected Outcomes from Students	Link with course learning objectives	Teaching Method	Assessment Criteria
		strategic decision making.	criteria-decision-making in strategic decision making.	effective leadership and demonstrate the ability to lead in organizational situations		
10.	Entrepreneurial Level Stagey: Creating Competitive Advantages	Practically apply the techniques of multi-criteria-decision-making in strategic decision making.	Able to practically apply the techniques of multi-criteria-decision-making in strategic decision making.	Describe and apply appropriate influence tactics. Describe best practices for effective leadership and demonstrate the ability to lead in organizational situations	Lecture	Quiz/ Assign.
11.	Strategic Control and Corporate Governance	Training students to prepare strategic audit report of a firm.	Able to prepare strategic audit report of a firm.	To train students regarding technical approaches to prepare strategic audit report of a firm	Lecture	Assign.
12.	Creating Effective Organizational Design	Training students to prepare strategic audit report of a firm.	Able to prepare strategic audit report of a firm.	To train students regarding technical approaches to prepare strategic audit report of a firm	Lecture	Assign.
13.	Strategic Leadership: Creating Learning Organization	Testing the skills of students.	Able to understand basic concepts of the subject.	To train students regarding technical aspects of strategic analysis, strategy formulation and	Lecture	-

Week no.	Topics to be covered in the course	Learning Objective of this topic	Expected Outcomes from Students	Link with course learning objectives	Teaching Method	Assessment Criteria
	and an Ethical Organization			strategy implementation.		
14.	Managing Innovation and Fostering Corporate Entrepreneurship	Testing the skills of students.	Able to understand basic concepts of the subject.	To train students regarding technical aspects of strategic analysis, strategy formulation and strategy implementation.	Lecture	-
16.	Final-Term Examination					

Grading Scheme:

Mid Term	30%
Final Exam	40%
Presentation(s)	10%
Assignments	10%
Quiz	<u>10%</u>
Total	100%

There will be a closed-book mid-term exam (minimum duration 1 hour) and final-term exam (minimum duration 1.5 hours) in which material from lectures, assigned readings/handouts, and the textbook will be covered. The exams will test your understanding of the course material and your ability to apply the concepts learned.

Prior preparation, regular attendance, and professional participation in all classes is expected and rewarded. Come to the Class prepared to lead the class discussion.

Attendance Requirements:

- Students failing to maintain a minimum attendance of 75% in a subject during a semester shall be awarded a "WF" grade.
- It is strongly recommended that students should attend every class session.

Classroom Behavior:

In class all cell phones must be turned off or set on “silent mode.” During lectures use of mobile phone or other gadgets without the permission of instructor is not allowed.

Students Responsibilities:

The participant is responsible for all information presented in class (unless told otherwise) and all information in the reading assignments, whether covered by the instructor. In case of absence it is the participant’s responsibility to get class notes, handouts, from classmates.

Honesty Policy:

A participant found in cheating on any exam/assignment/project will receive no credit (i.e. no grade) for that exam/assignment/ project.

Important Note

Kindly arrive on time and leave as scheduled. Quality of (almost) all communications, written and oral, will be evaluated.