

Institute of Administrative Sciences
Faculty of Business, Economics, and Administrative Sciences
University of the Punjab, Lahore
Course Outline



Programme	BS Management	Course Code	MGT-470	Credit Hours	3
Course Title	Strategic Management				
Course Introduction					
<p>This course introduces the key concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. The course is focused on the information, analyses, organizational processes, and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries and maximize long-term profits in the face of uncertainty and competition. Strategic Management is an integrative and interdisciplinary course. It assumes a broad view of the environment that includes buyers, suppliers, competitors, technology, the economy, capital markets, government, and global forces and views the external environment as dynamic and characterized by uncertainty. In studying strategy, the course draws together and builds on all the ideas, concepts, and theories from your functional courses such as Accounting, Economics, Finance, Marketing, Organizational Behavior, and Statistics. The course takes a general management perspective, viewing the firm as a whole, and examining how policies in each functional area are integrated into an overall competitive strategy. The key strategic business decisions of concern in this course involve selecting competitive strategies, creating and defending competitive advantages, defining firm boundaries and allocating critical resources over long periods. Decisions such as these can only be made effectively by viewing a firm holistically, and over the long term.</p>					
Learning Outcomes					
<p>Upon successful completion of the course, students will have the knowledge and skills to:</p> <ol style="list-style-type: none"> 1. Explain the fundamental characteristics of a well-conceived strategy and formulate an effective strategy for competitive advantage. 2. Analyze the main structural features of an industry and recommend a strategy that positions a company most favorably in relation to competition. 3. Explain the characteristics of disruptive innovations and recommend a strategy to develop disruptive innovations for competitive advantage. 					
Course Content					Assignments/Readings
Week 1	Unit-I: Introduction to Strategy				
Week 2	Unit-II: Industry Analysis				
Week 3	Unit-III: Competitive Advantage				
Week 4	Unit-IV: Competitive Dynamics				
Week 5	Unit V: Cost Leadership				
Week 6	Unit VI: Mergers and Acquisitions				
Week 7	Unit-VII: Corporate and Global Strategy				

Week 8	Unit-VIII: Business Ethics and Social Responsibility		
Textbooks and Reading Material			
<ul style="list-style-type: none"> • Frank Rothaermel, Strategic Management, 4th Edition, McGraw-Hill Education, 2018. • Grant, R. M. (2018) Contemporary Strategy Analysis (10th Edn.) Wiley 			
Teaching Learning Strategies			
<p>This course makes use of interactive teaching and learning strategies which engage students to promote critical and reflective thinking, research and evaluation skills that will help them become better learners and enhance their skill set. Students will use personal and social capability to collaboratively work with others in learning activities, appreciate their own strengths and abilities and those of their peers, enabling them to develop a range of interpersonal skills such as communication, negotiation, teamwork, leadership and an appreciation of diverse perspectives.</p>			
Assignments: Types and Number with Calendar			
Will be decided by the course instructor			
Assessment			
Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.