



DAFFODIL INSTITUTE OF IT

Program: Bachelor of Business Administration (BBA)

Course Name: Strategic Management

Course Code: BUS-4104

Course Lecturer: ShakilaJahanNipa

Email ID: shakilajahan_nu@diit.info

Course Objectives: The objective of this course is to understand the Strategic Management & the effect of the Strategic Management on business, responsibility of the Strategic Management on business, business system and business issues. This course will also help to understand Strategic Management role, planning and application of Strategic Management in business. The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations.

Course Outline & Lecture Schedule

01. Introduction

Chapter:

- Lecture: 01 Evolution of the concept of Strategy and Strategic Management - Definitions of Strategic management
- Lecture: 02 Relationship between Strategy, Strategic Plan, and Strategic Management.
- Lecture: 03 crafting a strategy, strategic management process
- Lecture: 04 Review- Discussion & Quiz

02. Strategic Management Process

Chapter:

- Lecture: 05 Establishing an organization's Mission and Vision-
- Lecture: 06 Internal and External Environment Analysis (SWOT Analysis)
- Lecture: 07 Environmental forecasting, value chain activity
- Lecture: 08 Strategy Formulation - Strategy Implementation - Strategy Control.
- Lecture: 09 Review- Discussion & Quiz

03. Establishing Company Direction

Chapter:

- Lecture: 10 Relationship between Vision, Mission, Goals and Objectives
- Lecture: 11 Preparing mission Statements - Establishing Objectives.

Lecture: 12 Review- Discussion & Quiz

04. Strategic Analysis

Chapter:

Lecture: 13 External - Industry and Competitive Analysis Internal

Michael Porter's Five Forces Model of Competition Analysis, KSFs

Lecture: 14 Evaluating Company Resources and Competitive Capabilities.

Lecture: 15 Environmental scanning, Core competencies

Lecture: 16 Review- Discussion & Quiz

05. Strategy Formulation

Chapter:

Lecture: 17 Levels of Strategy - Operational Level - Business level.

Lecture: 18 Corporate Level - Global Level.

Lecture: 19 Linking Strategies with Ethical and Social Responsibilities.

Lecture: 20 Review- Discussion & Quiz

06. Strategy Implementation

Chapter:

Lecture: 21 Hardware and Software of Strategies - Building the Organization -
Strengths and Capabilities

Lecture: 22 The Framework for Implementing Strategies -
The Major Tasks - implementation Process. Managing the Internal Organization
to Promote better Implementation

Lecture: 23 Linking Budget to Strategy - Creating Strategy supportive Policies and
Procedures.

Lecture: 24 Installing Support Systems.

Lecture: 25 Review- Discussion & Quiz

07. Strategic Control

Chapter:

Lecture: 26 Strategic Control & evaluation process, Purpose of Strategic control & evaluation

Lecture: 27 Components of Strategic control & evaluation.

Lecture: 28 Different Tools and techniques of Control, Guidelines for proper control

Lecture: 29 Using the strategic Audit to evaluate corporate performance.

Lecture: 30 Review- Discussion & Quiz

Recommended Books:

1. Thomas and A J Stick land. Strategic Management: Concepts and Cases, McGraw Hills.
2. Alex Miller, Strategic Management, McGraw Hills.
3. Dr. M. Ataur Rahman and MuradHasan: Strategic Management principles and Practices. Zahin Publications.
4. M A Mannan, Ph. D.: Strategic Management.

Participants Guideline

1. Quiz will be held on after completing every chapter.
2. You will have to submit assignments on selected topic.
3. Minimum class attendance **90%** to get full marks.
4. Participation in the class presentation is must.
5. Students who attend each event during the semester will get full in course marks.