



# DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

1 – University Avenue, Awantipora, Pulwama, J&K, 192122.

## INTEGRATED MASTER OF BUSINESS ADMINISTRATION

### Course Title: Strategic Management

<b>Course Code:</b> MBI-CC-801	<b>Max. Marks</b> = 100 (Mid-term = 50, End-term = 50) <b>Credits:</b> 4 (L = 3, P = 0, T = 1)
<b>Course Objective:</b> <i>To expose students to the various perspectives and frameworks of strategic management and enable them to formulate, implement and evaluate strategies to achieve a firm's strategic intent.</i>	
<b>Course Outcomes:</b> <b>After attending the course, students will be able to:</b> <ul style="list-style-type: none"> <li>• <i>Understand the various perspectives of strategy &amp; the nature of strategic intent and decisions.</i></li> <li>• <i>Demonstrate the application of tools and frameworks for analyzing an organization's environment.</i></li> <li>• <i>Formulate corporate and business level strategies corresponding to an organization's vision and mission.</i></li> <li>• <i>Understand the various methods and techniques of strategic implementation and control.</i></li> </ul>	
<b>SYLLABUS</b>	
<b>Unit I:</b> Nature, significance and process of strategic management. Competitive advantage a focal point strategy; business strategy, different forms of strategy, perspectives of strategic management; strategic intent, dimensions of strategic decisions; strategists in strategic management.	
<b>Unit II:</b> Strategic analysis; external analysis- general environment and the competitive environment; processes for analysing the external environment; Internal analysis - resource based view of the firm (RBV); critical success factors, value chain, core processes and systems, methods for assessing internal strategies and weaknesses, SWOT analysis.	
<b>Unit III:</b> Strategy formulation, types of strategies, levels of strategies-corporate level strategies, generic business level strategies and operational level strategies; strategic analysis and choice; BCG matrix, GE-nine cell matrix, grand strategy matrix.	
<b>Unit IV:</b> Strategy implementation, 7-S framework for understanding implementation issues; challenges of change & organizational learning, strategy & structure, organizational systems, organizational culture, leadership implementation, social responsibility & strategic management; strategic evaluation & control.	
<b>Skill Development Activities:</b> <ol style="list-style-type: none"> <li>1. Crafting strategy &amp; strategic intent for an organization</li> <li>2. Conducting internal analysis using SWOT, RBW</li> <li>3. Competitive analysis using Michael Porter's 5 force model</li> <li>4. Conduct strategic analysis using BCG matrix and GE Nine cell matrix</li> </ol>	
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Hill, C. W., Jones, G. R., &amp; Schilling, M. A. <i>Strategic management: Theory &amp; cases: An integrated approach</i>. Cengage Learning.</li> <li>2. Miller, A., &amp; Dess, G. G. <i>Strategic management</i>. Tata McGraw Hill, New Delhi.</li> <li>3. Kazami, A. <i>Business policy and strategic management</i>, Tata McGraw Hill, New Delhi.</li> <li>4. Hamel, G., &amp; Prahalad, C. K. (1996). <i>Competing for the future</i>. Harvard Business Press.</li> <li>5. John Pearce and Richard Robinson, <i>Strategic management</i>, Tata McGraw Hill, New Delhi.</li> </ol>	
<b>Note:</b> <i>The schedule for case discussion shall be announced by the concerned faculty in the class</i>	



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## INTEGRATED MASTER OF BUSINESS ADMINISTRATION

### Course Title: Spoken Arabic - II

<b>Course Code:</b> SBS-GE-002	<b>Max. Marks</b> = 100 (Mid-term = 50, End-term = 50) <b>Credits:</b> 4 (L = 3, P = 0, T = 1)
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**Course Objective:** *To enable student to write and speak Modern Spoken Arabic with special emphasis on tourism related techniques in business administration. A special emphasis will be laid on communication i.e. speaking skill.*

**Course Outcomes:** *After attending the course, students will be able to:*

- *Recognize and produce the sounds of Arabic and read and write the script associated with those sounds.*
- *Write from dictation, common words and phrases and read common words and phrases.*
- *Communicate orally and in written form greetings, introductions, and simple descriptions.*
- *The ability to comprehend and produce accurately the basic sentence structures of Arabic.*
- *Learn basic facts about the region where Arabic is spoken and some aspects of culture and society in that region.*

### SYLLABUS

- الأول والوحدة الواحدة  
- والخبر المبتدأ (الاسمية الجملة)  
- التأنيث والتذكير  
- الثانية الواحدة:  
- الفعلية الجملة  
- الماضي الفعل  
- المضارع الفعل  
- والمضارع الماضي (المنفي الفعل)  
- الثالثة الواحدة  
الأمر

**Suggested Readings:**

1. Arabic Made Easy, by Abul Hashim
2. New Arabic Course, by Prof. V. Abdur Rahim
3. Learn Modern Arabic, by Dr. Mohammad Ajmal
4. Let's Speak Arabic, by S.A. Rahman

المقترحة لكتبا :  
للمبتدئين العربية اللغة درس 1،  
فاروق أحمد زبير برو فيسر  
وأخرون  
برو فيسر، الوظيفة العربية اللغة 2.  
الندوي خان أحمد شفيق  
وأخرون

**Note:** *The schedule for case discussion shall be announced by the concerned faculty in the class*