



DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

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

MASTER OF BUSINESS ADMINISTRATION

Course Title: Spoken Arabic - I

Course Code: SBS-GE-001	Max Marks = 100 (Mid-Term=50; End-Term=50) Credits: 4 (L =3, T=1, P=0)
Course Objectives: <i>The course will give the know- how of basics of modern spoken Arabic to the learners. The competencies will be taught to students in order to make the students know about the terminology, vocabulary and structural approach with special references to tourism industry. A special emphasis will be laid on communication i.e., speaking skill.</i>	
Course outcomes: After attending the course, student will be able to: <ul style="list-style-type: none">• Recognize and produce the sounds of Arabic and read and write the script associated with those sounds.• Communicate orally and in written form greetings, introductions, and simple descriptions.• Elicit and provide basic personal biographic information (self, family, origin, occupation).• You will discuss likes/dislikes, basic survival needs, weather, numbers, directions at a rudimentary level.• Differentiate in sounds and basic structures between formal and spoken Arabic.• Comprehend and produce accurately the basic sentence structures of Arabic.	
الأول والوحدة	
المقترحة الكتب : للمبتدئين العربية للغة درس-1 ، فاروق أحمد زبير بروفيسر وآخرون بروفيسر ، الوظيفة العربية اللغة -2 الندوي خان أحمد شفيق وآخرون	- السنة فصول / السنة شهور / الأسبوع أيام - الجهات / الألوان - الأقارب / الجسم أعضاء - الخضروات / الفواكه / الأطعمة الثانية الوحدة - النكرة و المعرفة - والصفات للأسماء و الجمع المفرد - العدد (100 - 1) - والبعيد للقرى بالإشارة أسماء - ومتعلقاتها المدرسة الثالثة:
Suggested Readings: <ol style="list-style-type: none">1. Arabic Made East, by Abul Hashim2. New Arabic Course, by Prof. V. Abdur Rahim3. Learn Modern Arabic, by Dr. Mohammad Ajmal	
Note: <i>The schedule for case discussion shall be announced by the concerned faculty in the class.</i>	



DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

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

MASTER OF BUSINESS ADMINISTRATION

Course Title: Strategic Management

Course Code: MBA-CC-301	Max. Marks = 100 (Mid-term = 50, End-term = 50) Credits: 4 (L =3 , P = 0, T = 1)
Course Objective: <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>	
Course Outcomes: After attending the course, students will be able to: <ul style="list-style-type: none"> • Understand the various perspectives of strategy & the nature of strategic intent and decisions. • Demonstrate the application of tools and frameworks for analyzing an organization's environment. • Formulate corporate and business level strategies corresponding to an organizations vision and mission. • Understand the various methods and techniques of strategic implementation and control. 	
SYLLABUS	
Unit I: 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.	
Unit II: Strategic analysis; external analysis- general environment and the competitive environment; processes for analyzing 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.	
Unit III: 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.	
Unit IV: 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.	
Skill Development Activities: <ol style="list-style-type: none"> 1. Crafting strategy & strategic intent for an organization. 2. Conducting internal analysis using SWOT, RBW. 3. Competitive analysis using Michael Porter's 5 force model. 4. Conduct strategic analysis using BCG matrix and GE Nine cell matrix. 	
Suggested Readings: <ol style="list-style-type: none"> 1. Hill, C. W., Jones, G. R., & Schilling, M. A. <i>Strategic management: Theory & cases: An integrated approach</i>. Cengage Learning. 2. Miller, A., & Dess, G. G. <i>Strategic management</i>. Tata McGraw Hill, New Delhi. 3. Kazami, A. <i>Business policy and strategic management</i>, Tata McGraw Hill, New Delhi. 4. Hamel, G., & Prahalad, C. K. (1996). <i>Competing for the future</i>. Harvard Business Press. 5. John Pearce and Richard Robinson, <i>Strategic management</i>, Tata McGraw Hill, New Delhi. 	
Note: <i>The schedule for case discussion shall be announced by the concerned faculty in the class.</i>	