



## DAFFODIL INSTITUTE OF IT

**Program:** Bachelor of Business Administration (BBA)

**Course Name:** Strategic Management

**Course Code:** BUS-4104

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**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

<b>01. Chapter:</b>	<b>Introduction</b>
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
<b>02. Chapter:</b>	<b>Strategic Management Process</b>
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
<b>03. Chapter:</b>	<b>Establishing Company Direction</b>
Lecture: 10	Relationship between Vision, Mission, Goals and Objectives
Lecture: 11	Preparing mission Statements - Establishing Objectives.
Lecture: 12	Review- Discussion & Quiz

**04. Chapter:****Strategic Analysis**

Lecture: 13

External - Industry and Competitive Analysis Internal

Lecture: 14

Michael Porter's Five Forces Model of Competition Analysis, KSFs  
Evaluating Company Resources and Competitive Capabilities.

Lecture: 15

Environmental scanning, Core competencies

Lecture: 16

Review- Discussion &amp; Quiz

**05. Chapter:****Strategy Formulation**

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 &amp; Quiz

**06. Chapter:****Strategy Implementation**

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 &amp; Quiz

**07. Chapter:****Strategic Control**

Lecture: 26

Strategic Control & evaluation process, Purpose of Strategic control &  
evaluation

Lecture: 27

Components of Strategic control &amp; 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 &amp; 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 Murad Hasan: Strategic Management principles and Practices. Zahin Publications.
4. M A Mannan, Ph. D.: Strategic Management.

**Participants Guideline**

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