



## **School of Business and Economics**

Course Title: **Business Strategy and Policy**  
Course Code: **MG-585**  
Resource Person: **Assistant Professor Aly Raza Syed**  
Department: **Management**

### **SBE Vision**

SBE envisions its success in the sustainable contribution that it will make to the industry, academia and research in public and private sector. SBE will lead by providing professionally competent and ethically conscious human resources engaged in the global and local context to foster socio-economic growth and sustainability for the society. SBE envisages having faculty with high research potential and a deep desire for cutting edge research including collaboration with national and international partners.

### **SBE Mission**

Being a research-oriented and student-centric business school, we emphasize research publications in impact journals as well as state-of-the-art learning methodologies. We will prepare our students to become the future ethical business leaders and the guiding post for the society, while equipping them with the knowledge and skills required by world-class professionals. We will be the leading choice for organizations seeking highly talented human resource. SBE will foster internationalization with key stakeholders and actively work to exchange best practices with business schools across Pakistan through collaborations, workshops, conferences and other means.

### **Program Objectives**

The program aims to deliver precise combination of course work and skill development which leads towards career growth and leadership opportunities. The program is specifically designed for the professionals to be globally competitive in business environment. It promotes their decision making, risk taking skills, interpersonal communication skills, teamwork capability, and leadership traits.

### **Course Objectives**

1. Develop a thorough understanding of the Business Strategy and Policy Framework by studying various models and matrices and applying different tools to identify various problems and provide solutions in real world scenarios.
2. Evaluate and anticipate the impact of environmental variables (both Macro and Industry) and extract pertinent opportunities or threats from it so that sustainability can be achieved.
3. Understand the nature & philosophy of corporate intent (Vision, Mission, Policy, Goals & objectives) and learn the art of strategy formulation, implementation and control procedures in light with the company's policy and in accordance with changing competitive environment.
4. Recognize the importance of Ethical Leadership while making policies, Structure and the financial decision making of a national and MNC organization of a firm and their role in the overall strategic plan especially in the indigenous and international environment.

5. Develop strategies at the Corporate Level and Business Unit Level for a firm while considering the ecological footprint that the organization would have on the environment.
6. Look at formulations and implementations of strategies from an international stand point to comprehend understanding of key differences required for international frameworks.

### **Learning Objectives:**

1. To clearly comprehend the Strategic Management Process (SMP)
2. Perform a rigorous analysis of a company's strategic direction using case and real life scenarios.
3. Develop critical thinking for problem solving and opportunity capitalization in a given business situation
4. Analyze and evaluate all the steps for the proper alignment of financial and non-financial resources within a company's strategic plan.
5. Use an array of multiple strategic tools to assess and analyze the business environment of a firm and identify and select strategic alternatives for a single or multi-business organization.

### **Learning Outcomes:**

1. Comprehend and utilize various analytical tools to assess the industry and the environment
2. Manage business portfolios using appropriate strategic frameworks
3. Understand the theory of competitive advantage and the sources thereof including RBV, Strategic orientations and dynamic capabilities
4. Understand the link between strategy and structure and understand the necessity of change management to create the necessary alignments.
5. Understand crucial difference between local vs. International strategies (e.g. JV, Mergers etc.)

### **Teaching Methodology**

|                            |     |
|----------------------------|-----|
| Interactive Class Lectures | 30% |
| Case based teaching        | 30% |
| Class activities           | 15% |
| Applied Projects           | 10% |
| International Component    | 15% |

## **STUDENTS ARE REQUIRED TO READ AND UNDERSTAND ALL ITEMS OUTLINED IN THE PARTICIPANT HANDBOOK**

### **Class Policy:-**

- **Be On Time:** You need to be at class at the assigned time. After 10 minutes past the assigned time, you will be marked absent.
- **Mobile Policy:** **TURN OFF YOUR MOBILE PHONE!** It is unprofessional to be texting or otherwise.
- **Email Policy:** **READ YOUR EMAILS!** You are responsible if you miss a deadline because you did not read your email.  
Participants should regularly check their university emails accounts regularly and respond accordingly.

- **Class Attendance Policy:** A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination. Being sick and going to weddings are absences and will not be counted as present. You have the opportunity to use 6 absences out of 30 classes. Participants with less than 80% of attendance in a course will be given grade 'F' (Fail) and will not be allowed to take end term exams. International students who will be leaving for visa during semester should not use any days off except for visa trip. Otherwise they could reach short attendance.
- **Withdraw Policy:** Students may withdraw from a course till the end of the 12th week of the semester. Consequently, grade W will be awarded to the student which shall have no impact on the calculation of the GPA of the student. A Student withdrawing after the 12th week shall be automatically awarded "F" grade which shall count in the GPA.
- **Moodle:** UMT –LMS (Moodle) is an Open Source Course Management System (CMS), also known as a learning Management System (LMS). Participants should regularly visit the course website on MOODLE Course Management system, and fully benefit from its capabilities. If you are facing any problem using moodle, visit <http://oit.umt.edu.pk/moodle>. For further query send your queries to [moodle@umt.edu.pk](mailto:moodle@umt.edu.pk)
- **Harassment Policy:** Sexual or any other harassment is prohibited and is constituted as punishable offence. Sexual or any other harassment of any participant will not be tolerated. All actions categorized as sexual or any other harassment when done physically or verbally would also be considered as sexual harassment when done using electronic media such as computers, mobiles, internet, emails etc.
- **Use of Unfair Means/Honesty Policy:** Any participant found using unfair means or assisting another participant during a class test/quiz, assignments or examination would be liable to disciplinary action.
- **Plagiarism Policy:** All students are required to attach a "Turnitin" report on every assignment, big or small. Any student who attempts to bypass "Turnitin" will receive "F" grade which will count towards the CGPA. The participants submit the plagiarism report to the resource person with every assignment, report, project, thesis etc. If student attempts to cheat "Turnitin", he/she will receive a second "F" that will count towards the CGPA. There are special rules on plagiarism for final reports etc. all outlined in your handbook.
- **Communication of Results:** The results of quizzes, midterms and assignments are communicated to the participants during the semester and answer books are returned to them. It is the responsibility of the course instructor to keep the participants informed about his/her progress during the semester. The course instructor will inform a participant at least one week before the final examination related to his or her performance in the course.
- **Ethics:** It is expected that both the stakeholders (teacher and students) will adhere to decorum of professional and ethical conduct. Cheating, plagiarism (submitting the language, ideas, thought or work of another as one's own) or otherwise indulging in un-fair means to obtain a grade under false pretenses will result in severe disciplinary action which may even lead to removal from the course.

## Course Outline

Course Code MG-585

Course Title: Business Strategy and Policy

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|--|--|
| Program  | MBA (P + E)  |
| Credit Hours   | 03   |
| Duration   | 15 Weeks + Final Exam Week   |
| Prerequisites (If any)   | MG-545, MK-585, AF-585, EC-535, QM-565   |
| Resource Person Name and Email   | Assistant Professor Aly Raza Syed<br>aly.raza@umt.edu.pk   |
| Counseling Timing<br>(Room# 3N-04 )  | Monday: : 4:30 pm To 6:00 pm<br>Tuesday: By Appointment<br>Wednesday: None<br>Thursday: 5:00-7:00 pm<br>Friday: 5:00-7:00 pm<br>Saturday: None |
| Contact no.  | UMT Extensions #: 3313   |
| Web Links:-<br>(Face book,<br>Linked In,<br>Google Groups,<br>Other platforms) | Moodle Link (Business Policy and Strategy/Aly Raza Syed)   |

**Chairman/Director Program signature..... Date.....**

**Faculty's signature..... Date.....**

## **Grade Evaluation Criteria**

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

| <b>Marks Evaluation</b> | <b>Weightage in Percentile</b> |
|-------------------------|--------------------------------|
| Quizzes (n -1)          | <b>10%</b>                     |
| Assignments             | <b>05%</b>                     |
| Mid Term                | <b>20%</b>                     |
| Class Participation     | <b>05%</b>                     |
| Term Project Case       | <b>15%</b>                     |
| Case Study & Discussion | <b>15%</b>                     |
| Final exam              | <b>30%</b>                     |
| Total                   | <b>100 %</b>                   |

## **Recommended Text Books:**

1. **Strategic Management** (Text and Cases) by *Dess, Lumpkin, Eisner*. 3<sup>rd</sup> Edition, McGraw Hill International Edition. (*course pack*)
2. **Selected Case Studies from HBS** ( *Will be uploaded on Moodle*)
3. **Crafting and Executing Strategy**. The Quest for Competitive Advantage (Concepts and Cases) 15<sup>th</sup> Edition, by Arthur A. THOMPSON Jr, A.J, STRICKLANDIII, John E. GAMBLE. McGraw-Hill Irwin

## **Reference Books:**

1. Strategic Management: Concepts & Cases: by Fred R. David, 12<sup>th</sup> Edition. Pearson Prentice Hall 2009  
(*You can get the course pack from the photo copier*)