

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Business Administration)**

Strategic Management of Public Sector (Code # 5013)

Semester: Spring 2024

CHECKLIST

This packet comprises the following material:

- 1) Textbook (Soft Copy)
- 2) Assignment No. 1 & 2
- 3) Course outline
- 4) Assignment forms (2 sets)
- 5) Schedule for submitting the assignments

In this packet, if you find anything missing from the above-mentioned material, please contact us at the address given below: -

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WARNING

- 1. PLAGIARISM OR HIRING OF A GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM THE AWARD OF DEGREE/CERTIFICATE IF FOUND AT ANY STAGE.**
- 2. SUBMITTING ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN, WILL BE PENALISED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Strategic Management of Public Sector (Code # 5013)

Semester: Spring 2024

Level: MSc. Administrative Sciences

Please read the following instructions for writing your assignments.

(AD, BS, BEd, MA/MSc, MEd) (ODL Mode)

1. All questions are compulsory and carry equal marks but within a question, the marks are distributed according to its requirements.
2. Read the question carefully and then answer it according to the requirements of the question.
3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.
4. Hand written scanned assignments are not acceptable.
5. Upload you typed (in Word or PDF format) assignments on or before the due date.
6. Your own analysis and synthesis will be appreciated.
7. Late assignments can't be uploaded at LMS.
8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their hand written assignments (in PDF format) on University LMS. The size of the file should not exceed 5 MB.

ASSIGNMENT No. 1

Total Marks: 100

Pass Marks: 50

- Q. 1 Do you think 'decision flow diagrams' are useful? Do you or would you use a decision flow diagram to help you do strategic planning more systematically? **(20)**
- Q. 2 What are the advantages of using strategic planning in the public sector, do they depend upon the situation? **(20)**
- Q. 3 Should strategic planning start with a 'strategic vision' or with 'priorities'? Comment. **(20)**
- Q. 4 Do private sector managers pay attention to identifying 'priorities' and do they give this as much attention as leaders in the public sector? **(20)**
- Q. 5 Are there any common features of strategic planning and management that apply to most of the countries in the world? **(20)**

ASSIGNMENT No. 2

Total Marks: 100

Pass Marks: 50

This assignment is a research-oriented activity. You are required to obtain information relating to any business/commercial organization and prepare a paper of about 10 pages on the topic allotted to you. You are required to prepare two copies of Assignment # 2. Submit one copy to your tutor/teacher for evaluation and the second copy for presentation in the workshop in the presence of your resource persons and classmates, which will be held at the end of the semester before final examination. Students studying at the approved Study Centers of AIOU are required to present the same at their study centres.

Include the following main headings in your report: -

- a) Introduction to the topic
- b) Important sub-topics
- c) Practical study of the organisation with respect to the topic
- d) Review of theoretical and practical situations
- e) Merits, demerits, deficiencies or strengths of the organisation for your topic
- f) Conclusions and recommendations
- g) Annex, if any

You may use transparencies, charts or any other material for effective presentation. You are also required to select one of the following topics according to the last digit of your roll number. For example, if your roll number is D-3427185 then you will select topic # 5 (the last digit): -

TOPICS:

- 0) Introduction to Strategic Management of Public Sector
- 1) Strategic Management
- 2) Applying Strategic Approaches to Public and Third Sector Organizations
- 3) Strategic Management Process & Issues
- 4) Formulating and Implementing Strategy
- 5) Tailoring the Process for Specific Needs
- 6) Making Sense of Information
- 7) Strategic Management Priorities
- 8) Strategic Management in the 21st Century
- 9) Strategic Challenges

Strategic Management of Public Sector (Code # 5013)
Course Outline

- Block-1: Introduction to Strategic Management of Public Sector**
- The Importance of Strategy Management
 - The Need for Strategic Management of Public Sector of Pakistan
- Block-2: Strategic Management**
- Why Strategic Management Is Different in Public and Third Sector Organizations
 - An Overview of Strategic Concepts and Issues
- Block-3: Applying Strategic Approaches to Public and Third-Sector Organizations**
- Types of Strategy and Their Uses
 - Applying Strategic Approaches to Public and Third Sector Organizations
- Block-4: Strategic Management Process & Issues**
- Understanding Strategic Issues
 - The Strategic Management Process
- Block-5: Formulating and Implementing Strategy**
- Organizing the Process
 - Formulating and Implementing Strategy: A Step-by-Step Approach
- Block-6: Tailoring the Process for Specific Needs**
- Tailoring the Process for Specific Needs
 - Useful Support Techniques
- Block-7: Making Sense of Information**
- Search Techniques for Uncovering Information and New Ideas
 - Making Sense of Information: Synthesis Techniques
- Block-8: Strategic Priorities**
- Techniques for Setting Strategic Priorities
 - Combining Techniques to Match Types of Strategy
- Block-9: Strategic Challenges**
- Strategy in Practice
 - Strategic Challenges to a Nonprofit Social Services Agency
 - Innovation in Local Government

Text Books and Readings

- 1) Strategic Management of Public and Third Sector Organizations: A Handbook for Leaders / Edition 1 by Paul C. Nutt, Robert W. Backoff, Publisher: Wiley, latest edition
- 2) Strategic Management and Public Service Performance by Rhys Andrews, George Boyne, Jennifer Law, Richard Walker, Publisher: Palgrave Macmillan, latest edition