Course title:

Strategic management

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**SEMESTER 8TH**

**Q#1**

Answer:

As I am the student of business administration, so my strategy for opening a university would be based on the top management universities of Pakistan. And I will provide that standard of education in my institution that the top universities providing and will make a better strategy to provide better education from others which will bring the institute to top ranking in Khyber Pakhtunkhwa (KP).

**Name of the institute**:

The name I suggest for my university will be **Forward University of modern sciences and technology.**

My strategic plan: the plan would include the following points which are;

**Vision**:

Our vision is to bring the campus to the top most ranking in KP.

**Mission:**

As it is clear from the name “Forward thinking” so our mission will be to provide the excellence standard of education to students for that purpose I will choose the best professionals and expertizes in their specific subjects.

**Building location**:

The building of our university will be located in Mardan near Rashakai interchange. Because it will be reachable for students of Peshawar, nowhere, mardan, malaakand and swat divisions.

**Campus infrastructure**:

The building of the university will be better designed, there would be available separate sections for each department, there will be separate place for faculty offices, the classrooms will be fulfill with all the facilities of modern time such as comfortable chairs, white boards, multimedia, software based electronic machines for attendance etc.

**Fields of studies**:

As the modern sciences covers many different fields of studies, so the university will be offer different courses for different fields at BS and MS level, which includes the following;

* Management sciences
* Allied health sciences
* Economics
* Computer sciences
* IR ( international relationships)

**Selection of management, faculty and students**:

In the first place I will provide better management to the campus. After that i will hire most qualified and experienced staff for teaching job such as PHD scholars, MS and M.Phil. level.

In the third step there comes selection of students, so as our strategy is to reached to the top ranking for that purpose the students selection will be based on EATA record and university own entry test.

**Facilities**

**Security**:

The first and foremost concern of our strategy is to provide safe and secure environment to our students, staff, and others. For this purpose, we will provide CCTV cameras everywhere in the campus. There will be trained security guards at the entrance and no students will be permitted to enter the campus without the university pass card.

**Internet facility:**

We will provide strong internet connection to students in our campus, will provide digital labs, computer systems and will provide intranet facility to staff and management so they be remain in touch.

**Free education and scholarships facilities**:

As education is the right of every human whether he is rich or poor. So the we will provide free education to those students who are talented but cannot afford the fees, also provide scholarships to those students who will obtained full marks in their semesters.

**Data protection system**:

Our campus will use the standardized and most secure data soft wares, so everyone data will be remain safe from hackers.

**Library facility**:

The campus will provide library facility in which all courses books plus general books will be available for students.

**Hostel facility**:

Internal hostel facility will be provided to that students and staff who belongs to far areas.

**Sports facility**:

For making a healthy environment within the university, we will provide sport instruments for both staff and students to do sport and feel relax.

**Transport facility**;

The university will be provide reliable air condition buses to students and staff to reach the university safe and on time.

Moreover there are some other facilities which are to be providing such as technological facility, training seminars, study seminars to make the university number 1st in ranking.

**Q#2:**

**Answer:**

**Social system of my Hometown**

I am living in Nowshera Kalan which is consist of about 15 lacs population. There are different categories of people living some of them are jobs persons, some are farmers and mostly people have their small businesses. Our mostly women remain in houses, but due to education purposes some are go out for education and some are for jobs. Only men and children are go out daily. As all the people are Muslims so they go to mosques 5 times a day for prayers, keep their social relations with each other i.e., taking part in happy moments and sorrows as well. Attending marriage ceremonies and other social gatherings.

If Health Department hire to manage the lockdown system of my hometown, so before applying strategy two things will be coming to mind (1) complete lockdown (2) partial lockdown. As in complete lockdown every activity is banned and sealed overall area for specific time period.

Being the citizen of my hometown first I will think of the following points before implementing lockdown.

If I implement complete lockdown in the town the people of town will never support me in that, and by the use of force it will create more issues.

There are some daily wages people who cannot bear this lockdown for a long time.

Due to poor economic conditions and limited resources of the country, Government cannot provide facilities to everyone at doorstep.

As people are Muslims and go to mosques for prayers so it will be difficult to restrict them and due to their religion and norms they will not allow the complete implementation of lockdown.

Most importantly the time of cutting crop are near, so if I don’t allow farmers to cut their crops on time will be cause scarcity of food in our area as well as all over Pakistan

So I will follow the second way which is partial lockdown system, and which will include the following points.

First I will make some pamphlets and posters on which the awareness and safety precautions from virus will be written, that will be distributed in every street of the town.

I will restrict the movement of people who come out from homes without any reason.

I will only allow those people who came out for specific reason such as for medical purpose etc.

I will allow the daily wages people and farmers only because their stay in home will lead to problems. But with the following standard operating procedures (SOP)

I will allow GROSSERY shops open, and will give instructions to keep 1-meter distance with customers and use mask and gloves,

People will be allow to perform only JUMMA in the mosques and will give instructions to keep distance, use mask and gloves, do not shake hands.

Medical facilities will be provided to people at their streets by organizing medical camps.

In the implantation of this strategy I will take the help of local police and support of the local people of my hometown in the prevention from covid-19.

**Q#3:**

**Answer**:

Now-a-days the most serious issue that almost every country in the world faces, is CORONA virus (Covid-19 ). It was a sudden attack on China and rest of the countries are aware of the threats of this virus and making strategies for prevention from this fatalistic disease.

Our PM Imran khan has also made some policies and strategies in this current situation which include, a partial lockdown system all over Pakistan which is a good decision for prevention. he closed all the educational institutions and other institution till 31 May. Beside these he also decided to providing funds that should be given to rightful and needy people. Although he buying some health care equipments but due to weak economic conditions of our country he cannot provide such facilities to people all over Pakistan, he still trying to reduces the burden of the people. For this purpose, he made a policy that the interest rates for businesses.

**My suggestions in the course of action**

Being a citizen of this country I would like to say that PM Imran khan has made good strategies but according to my opinion there are some point which should be change. I suggest that Government should provide safety kits to doctors as well as other medical staffs. Also provide free mask, sanitizers, and surgical gloves to the public for safety precautions.

As the Government kept restrictions that funds will not be distributed to those who have a pass board, so I suggest that to change this criterion because most of the people were working abroad and they came to Pakistan now working here from long time at daily wages.

The trading allowances should be given to their rightful traders.

People who have some nearer relations with Politians they are using political references in taking the fund illegally. So I suggest this thing should be taken in notice by PM. The government should provide the funds to their rightful people.

Ramadan is coming and as people already bear so much hurdles in this situation. So I suggest the Government should give them relief to do their run their businesses in Ramadan and should give incentives to workers who working on daily wages.

The Government should restrict media and news channels not to spread negative and baseless news, because of this people are very much in fear and go to depression. This affect the mental health of the people. Media should provide positive image of the world instead of fake news.

As the economic conditions were already worse. Due to lockdown the poverty rate is increased day by day and reached from 26 to 32%. I suggest the PM needs to control it before they go to more worsen.

The agriculture of our country is going down which is the main source of food items, which will result in shortage of food stuff. Government should need to do planning before the famine has come a head.