

**BBA
Fourth Year
Seventh Semester**

MGT 111.3 (Credit hours 3)

Strategic Management I BBA, Fourth Year, Seventh Semester

Course Objectives:

This course aims to introduce the students to the fundamental concepts of strategic management. The course also aims to develop skills in students to develop a mission statement, perform an external audit, conduct an internal assessment, and formulate strategies through cases and experiential exercises.

Course Contents:

- 1. Strategic Management 7 hours**
Definition: Dimensions of strategic decisions, Levels of strategy, Characteristics of strategic management decisions, Formality in strategic management, Value of strategic management, Role of chief executives in strategic management
- 2. External Environmental Analysis and Forecasting 5 hours**
Components of remote environment: economic, social, political, legal (legislation and regulations), technological (PEST analysis), Linking strategy with ethics and social responsibility
- 3. Establishing Company Direction 6 hours**
Developing business mission and strategic vision; Communicating the strategic vision; Setting performance objectives; Strategic objectives versus financial objectives. Strategic intent; Strategy making pyramid: Corporate strategy, Business strategy, Functional strategy and operational strategy. Uniting the strategy making effort
- 4. Industry and Competitive Analysis 6 hours**
Methods of industry and competitive analysis, Five forces of competition, Driving forces, Environmental scanning techniques, Strategic group maps, Monitoring competition, Key factors for competitive success evaluating
- 5. Evaluating Company Resources and Competitive Capabilities 8 hours**
Strengths and resources capabilities, Weakness and resource deficiencies, Competencies and capabilities, Market opportunities, Threats to future profitability, Strategic cost analysis and value chains, Benchmarking, Competitive capabilities to competitive advantage
- 6. Strategic Options 10 hours**
Generic strategies: Low cost provider strategy, Differentiation strategy, Best-cost provider strategy, focused strategy. Grand Strategies: Concentration, Market development, Product development, Innovation, Horizontal integration, Vertical integration, Joint Venture, Concentric diversification, Conglomerate diversification, Retrenchment/turnaround, Diversification, Liquidation
- 7. Strategic Analysis and Choice 6 hours**
Evaluating and choosing strategies, Industry environment and strategy choices, Evaluating and choosing to diversify

Text Books:

1. Pearce, John A. and Robinson, Richard B: *Strategic Management*, AITBS, Delhi.
2. Thomson, Arthur A. and Stickland III: *Strategic Management*, Tata Mcgraw-Hill, New Delhi

Reference Book:

1. Agrawal, G.R.: *Business Strategy & Strategic Management in Nepal*, M.K. Publisher Kathmandu