

MGT 518: Business Policy

In the Business Policy and Strategy course all functional disciplines are integrated together in an attempt to look at and comprehend the wholesome business picture. While running a business in competitive environment, it is expected that senior managers have conceptual and abstract skills to understand the business issues and challenges not only in their respective areas of expertise, but also, and more importantly, from other functional managers' perspective. The senior managers are also expected to have an understanding how the company as a whole is evolving over time.

Pre-requisite: None

Course Contents:

- Definition, process and nature of strategic decisions
- The strategy managers: The role and tasks
- Strategy formulation: Information inputs: Operating environment scanning; Structural analysis of competitive forces; The structure and performance of the industry as a whole
- Strategy formulation: Mission and objective: Concepts: Mission; Goals; Objectives and targets; Mission development and statement; Relationship
- The strategy-making hierarchy; corporate strategy; Functional strategies; Operating strategy; Factors shaping strategy
- Action plan choice: The generic competitive strategies; the offensive strategic postures; The defensive strategic postures; Corporate diversification strategies
- Strategies evaluation and selection: Evaluation models; Growth share matrix (GSM); General electric's stop light grid; Life cycle analysis; Gap analysis; Directional policy matrix (DPM); Selection models and contexts
- Functional strategy formulation: Selection of functional areas; Formulation of functional objectives; Formulation of functional action plans. Strategy implementation: Analyzing strategy-change; Analyzing organizational structure; Analyzing organizing culture; Selecting an implementation approach; Strategic control: The strategic control process
- A case analysis framework: Diagnosis and record of the current situation; Identification and record of the strategic issues and key problems

Text Books:

- G. Johnson & K. Scholes: Exploring Corporate Strategy, Prentice Hall.
- Whelen and Whelar: Strategic Management
- Fried. R. David: Strategic Management, Prentice Hall.
- Saeed Amjad Khawaja; Managerial Policy; Institute of Management Sciences.
- Thomous, Stricklend: Strategic Management, BPI, IRWIN.