

শুন্ অৰ বিজনেস
SCHOOL OF BUSINESS
বাংলাদেশ উন্মুক্ত বিশ্ববিদ্যালয়

MBA 3311

STRATEGIC MANAGEMENT

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Preface

The text book titled *Strategic Management* is designed and developed for the MBA students of the School of Business, Bangladesh Open University. It is written in modular form and is the first of its kind on Strategic Management in Bangladesh. The lessons have been so designed that learners find them easy to understand.

The book has 10 units comprising 39 lessons. I do not claim it to be an original contribution. Rather it should be regarded as a text book of ideas from various renowned authorities in Strategic Management. I have also quoted from different text books on Management usually followed by post-graduate students in our universities. My endeavour has been to present the lessons in a very lucid manner so that they can be understood and assimilated by an average distance learner of the MBA program within the stipulated period of a semester.

Each unit is almost equivalent to one chapter of a conventional text book and contains two to six lessons. Each of them starts with unit “highlights”. In fact the lessons are like the lecture notes of a classroom teacher, each starts with “lesson objectives” and ends with “review questions”. The review questions include essay type and application discussion questions. I hope that self learners will not find much difficulty in understanding the lessons by themselves and will need only a little help from the tutor.

I am grateful to the honorable Vice Chancellor of BOU who gave me the most needed support and enthusiasm to write this book. I am also thankful to Dean, School of Business for his suggestion to design each and every lesson. Professor Dr. Qazi Mohammad Galib Ahsan, School of Business, BOU have also made me indebted by his untiring efforts in editing and style editing each and every lesson diligently and meticulously. My thanks are also due to Mohammad Wahiduzzaman Howlader, Word Processing Operator of the School of Business, for doing his best to complete the task of desktop processing on time.

I shall feel rewarded for my labor if both general readers and self-learners find this book worthwhile and useful.

Professor Dr. M A Mannan

Contents

		<u>Page</u>
Unit-1	STRATEGIC MANAGEMENT: CONCEPTS AND PROCESS	1
	Lesson-1: Strategic Management: Concepts and Process	3
	Lesson-2: Issues in Strategic Management: An Overview	7
	Lesson-3: Establishing Company's Vision and Mission	14
	Lesson-4: Setting Objectives and Formulating Strategies	21
Unit-2	STRATEGIC ANALYSIS OF ORGANIZATIONS	25
	Lesson-1: Environmental Analysis: An Overview	27
	Lesson-2: The Industry Environment	32
	Lesson-3: Microenvironment of Business Organizations	35
	Lesson-4: Environmental Influences and Responding to Environment	39
Unit-3	INDUSTRY ANALYSIS	43
	Lesson-1: Concept of Industry Analysis and Competition	45
	Lesson-2: Methods of Industry Analysis	52
Unit-4	COMPANY SITUATION ANALYSIS	61
	Lesson-1: Analysis of Internal Environment of a Company	63
	Lesson-2: Analytical Techniques of Situation Analysis-I	66
	Lesson-3: Analytical Techniques of Situation Analysis-II	70
	Lesson-4: SWOT Analysis	74
Unit-5	FORMULATION OF COMPETITIVE STRATEGIES	79
	Lesson-1: Competitive Strategy, Competitive Advantage and Distinctive Competency	81
	Lesson-2: Generic Competitive Strategies: Low-Cost Strategy	86
	Lesson-3: Generic Competitive Strategies: Differentiation Strategy	90
	Lesson-4: Generic Competitive Strategies: Best-cost Strategy	97
	Lesson-5: Generic Competitive Strategies: Market-Niche Strategy (Focus Strategy)	100
Unit-6	NON-GENERIC COMPETITIVE STRATEGIES	105
	Lesson-1: Cooperative Strategies: Strategic Alliance and Joint Venture	107
	Lesson-2: Merger, Acquisition and Vertical Integration Strategies	113
	Lesson-3: Unbundling, Outsourcing, Growth and Harvesting Strategies	118
	Lesson-4: Offensive and Defensive Strategies and Timing of Strategic Moves	122

Unit-7	MATCHING STRATEGY TO INDUSTRY AND COMPANY SITUATIONS	127
	Lesson-1: Matching Strategy to Industry Situations-I: Emerging and Maturing Industries	129
	Lesson-2: Matching Strategy to Industry Situations-II: Declining and Fragmented Industries	136
	Lesson-3: Matching Strategy to Company Situations	140
	Lesson-4: Commandments for Formulating Winning Strategies and Strategic Action Plan	146
Unit-8	STRATEGY FORMULATION IN DIVERSIFIED COMPANIES	149
	Lesson-1: Diversification of Business: Nature, Necessity and Approaches	151
	Lesson-2: Unrelated Diversification of Business	156
	Lesson-3: Diversification Strategies [Strategies to Diversify a Company]	161
	Lesson-4: Strategic Alliance as a Diversification Strategy	166
	Lesson-5: Post-Diversification Strategies [Strategies of a Company after Diversification]	169
	Lesson-6: Evaluating the Strategies of Diversified Companies	173
Unit-9	STRATEGY IMPLEMENTATION	177
	Lesson-1: Strategy Implementation: The Basic Issues	179
	Lesson-2: Strategy Implementation Tasks: Exerting Strategic Leadership, Building a Capable Organization and Linking Budget to Strategy	183
	Lesson-3: Strategy Implementation Tasks: Creating Strategy-Supportive Culture, Instituting Best Practices and Establishing Mechanisms for Continuous Improvement	188
	Lesson-4: Strategy Implementation Tasks: Installing Support Systems, Designing Reward Systems, Building Strategy-Supportive Corporate Culture and Designing Control Systems	193
Unit-10	STRATEGY EVALUATION	199
	Lesson-1: Strategy Evaluation: Meaning, Nature and Characteristics	201
	Lesson-2: Components of an Effective Evaluation System / Strategy – Evaluation Framework	206