

Strategic Management and Business Policy I

Lecturer: Dr. Leul Girma | Berlin



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Course & Class Information

Course: Strategic Management and Business Policy I

Program: Bachelor's Program

Credits: 4 ECTS

Mode: Onsite / Blended

Class 8: Review of Strategic Management and Business Policy Concepts

Instructor: Dr. Leul Girma

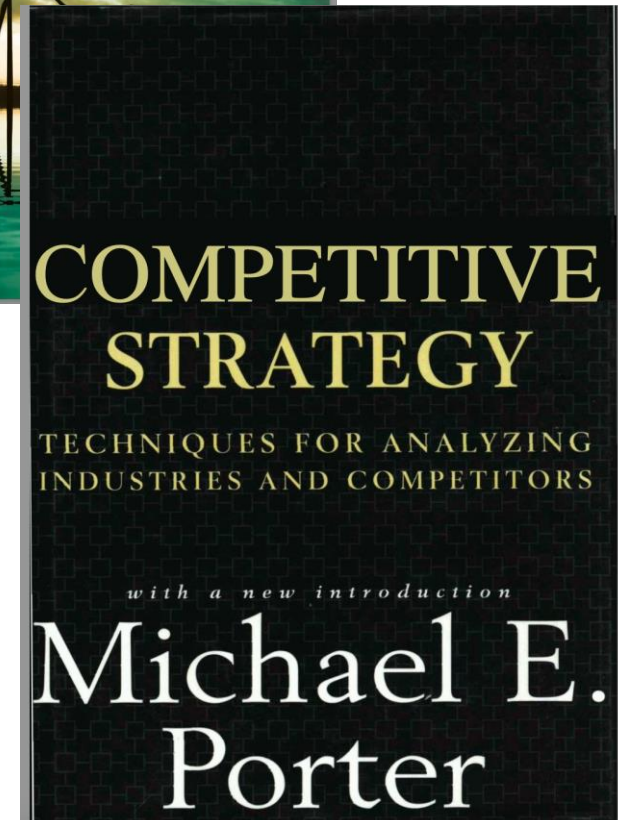
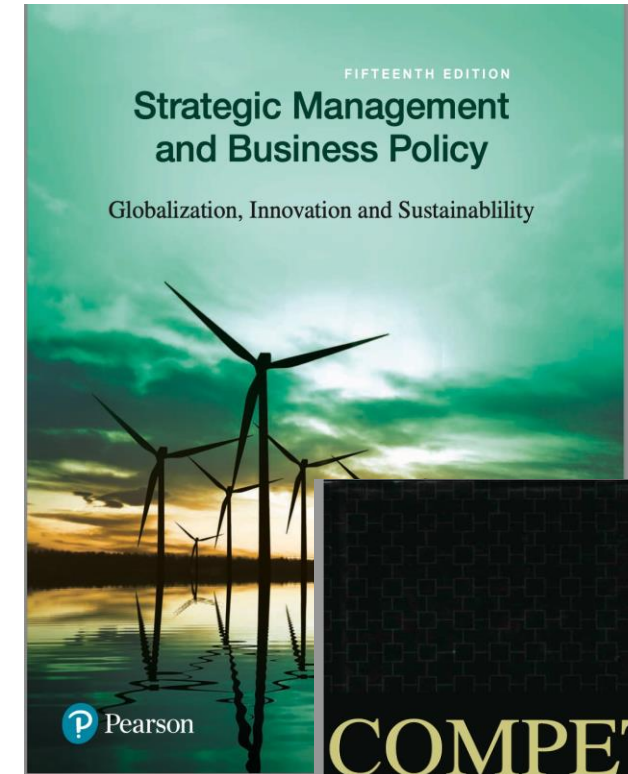
Main Teaching & Learning Materials

Books

- Mastering Strategic Management.
- Strategic Management and Business Policy

Business Policy resources

- Company annual reports
- Public corporate governance codes and policy guidelines
- Instructor-provided case materials



Objective and Learning Outcomes

Objective:

To **consolidate students' understanding of strategic management concepts** and prepare them to conduct a comprehensive strategic analysis and business policy development process.

By the end of this class, students will be able to:

- Integrate external and internal analysis in strategic planning.
- Apply strategic frameworks to evaluate organizational situations.
- Develop a structured strategic plan supported by appropriate policies.
- Connect strategic analysis with managerial decision-making.
- Demonstrate readiness to conduct comprehensive strategic and policy analysis.

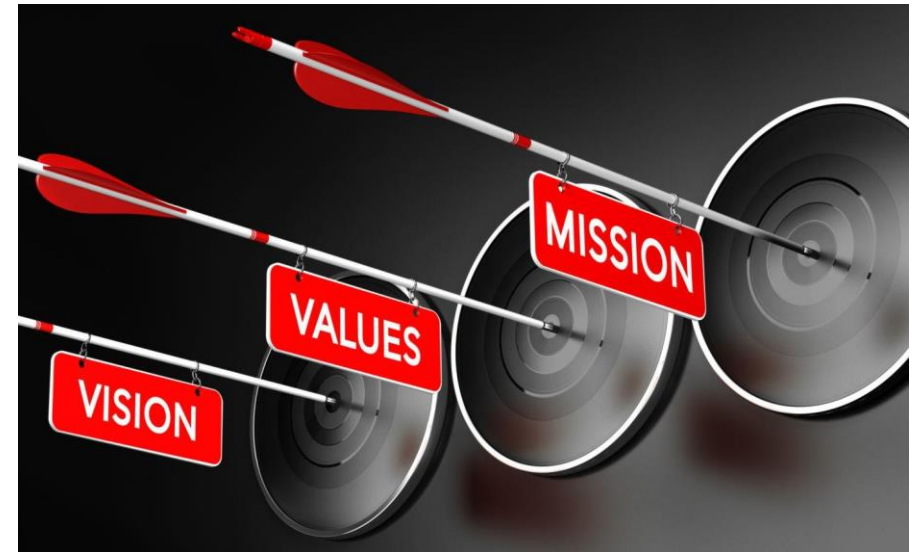
Class 1: Introduction to Strategic Management and Business Policy



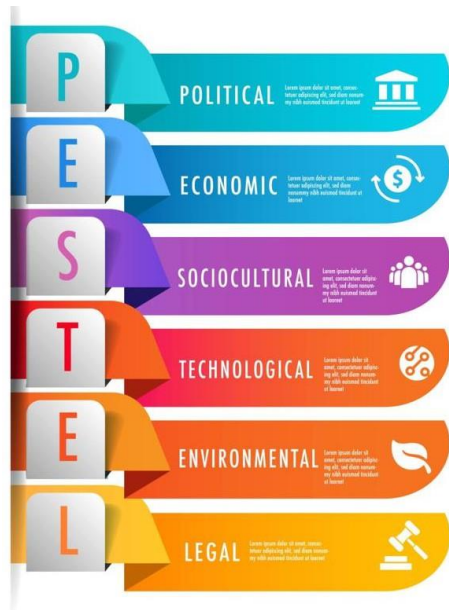
This class introduced the concept of strategic management and business policy and discussed the role of strategy in guiding the long-term direction of organizations. We examined the relationship between strategic, policy, and operational decisions

Class 2: Mission, Vision, Core Values, and Strategic Intent

This class discussed **organizational purpose** and **direction** through **mission** and **vision** statements. We explored the role of **core values** and **strategic intent** and **examined** how alignment between **organizational goals** and **policy direction** supported consistent decision-making



Class 3: External Environment Analysis (PESTEL)



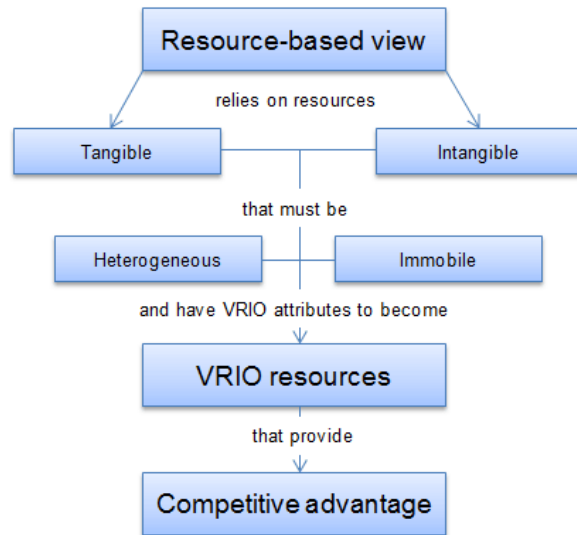
This class examined **environmental scanning** and **introduced** the **PESTEL framework**, including political, economic, social, technological, environmental, and legal factors. We **discussed** how organizations **identified external opportunities and threats** that influenced strategic decisions.

Class 4: Industry Analysis and Competitive Forces

This class explored **industry structure** and **introduced Porter's Five Forces as a framework** for analyzing competitive pressures. We discussed **industry attractiveness**, **competitive dynamics**, and the influence of **regulatory and market conditions on strategic choices**.



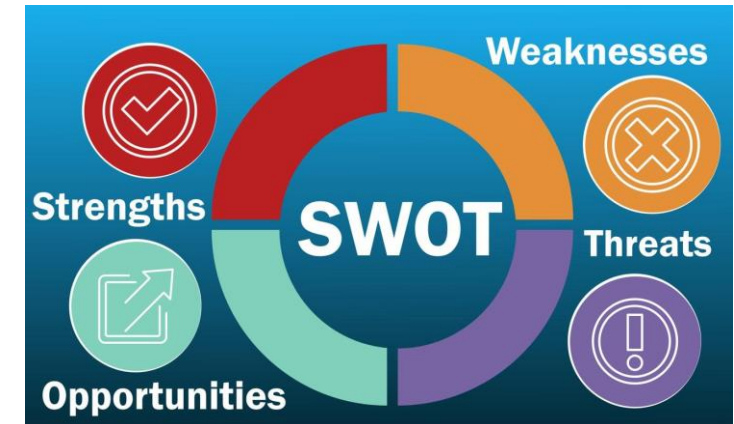
Class 5: Internal Resources and Capabilities



This class examined **internal organizational analysis** by discussing **resources, capabilities, and core competencies**. We explored how these elements contributed to **competitive advantage** and reviewed the role of **governance** and **internal policies** in supporting effective management.

Class 6: SWOT Analysis

introduced **SWOT analysis** as a method for **integrating internal and external assessments**. We discussed the identification of **strengths, weaknesses, opportunities, and threats** and **practiced** recognizing key strategic issues through SWOT analysis.



Class 7: Business-Level Strategy



This class examined approaches to **competitive strategy**, particularly **cost leadership** and **differentiation**. We discussed **market positioning** and considered the **importance of ethical considerations** in strategic decision-making.

Class 8: Revision of Strategic Management Concepts

This class **reviewed** the major strategic management frameworks covered in previous sessions and **discussed** according in **on going second assignment , third assignments and practice in class activity.**

Thank you



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