

01:	Basic concept of strategic Management I
02:	Basic concept of strategic Management II
03:	Identify the Strategic position through strategic Analysis Part I
04:	Identify the strategic position through strategic Analysis Part II
05:	Identify the strategic position through strategic Analysis Part III
06:	SWOT and TWOS Analysis
07:	Strategic Options for business organizations
08:	Strategic Options
09:	Strategy into Action
10:	Evolution: Students' Presentation

Basic concept of strategic Management I

At the end of the lesson, you will be able to understand;

- Strategy
- Organizational Strategy
- Strategic Management

What is an organization?

What is a business?

What is management?

What is strategy?

Td1upq9K—E

So, what is strategy?

*‘A shrewd or a smart way of
determining and achieving one’s goals and objectives’*

Different perspectives on strategy

- Descriptive perspective and perspective and perspective
- Content perspective and process perspective
- Etc.

Strategies in different context...

- Use of strategies by
 - Individuals
 - Organizations
 - Governments
 - etc.

Classroom Activity:

Strategies used by an individual

Origin of strategy

- Use of strategies in the beginning of human civilization
- Use of Strategies in war context
- Use of strategies in business organizations

what is an organizational strategy

Strategy is the direction and scope of an organization over the long term, which achieves advantage in a changing environment through its configuration of resources and competences with the aim of fulfilling stakeholder expectations.

(Johnson & Scholes, 2011)

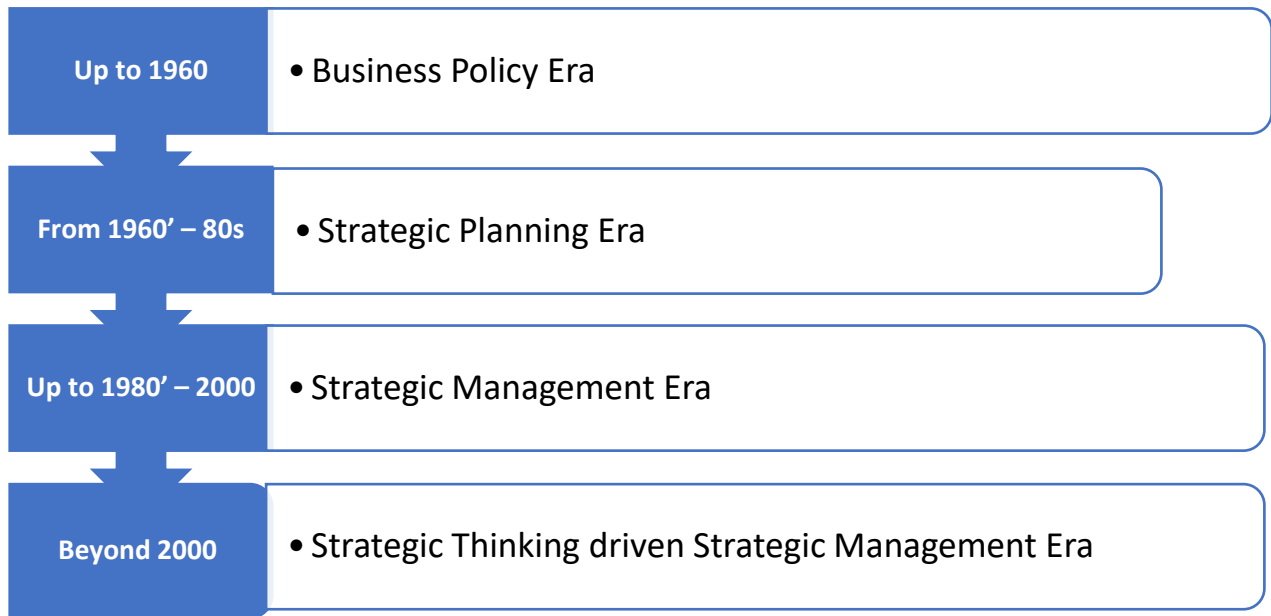
What is strategic management?

Simply means, managing the strategy. In other words, formulating and implementing the successful strategies for superior performance.

Is strategic management different from functional management?

- ⇒ What are other functional areas?
- ⇒ Nature of those functional area
- ⇒ How those areas differs- from SM

Evolution of strategic management



Why we need Strategies?

Classroom Activity:

Strategic Management from SMEs perspective...

Elements of Strategic Management process

- Strategic analysis – Strategic direction and strategic position
- Alternative strategies and appropriate strategy for the organization
- Implementation of the selected strategy

Strategic Direction

- Vision, Mission Goals, objectives
- Vision (core ideologies, envisioned future)
- Corporate philosophy
- Industry foresight
- Strategic thinking

➔ Process of Strategic Management process

