

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:	<b>Evolution: Students' Presentation</b>

# 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)*

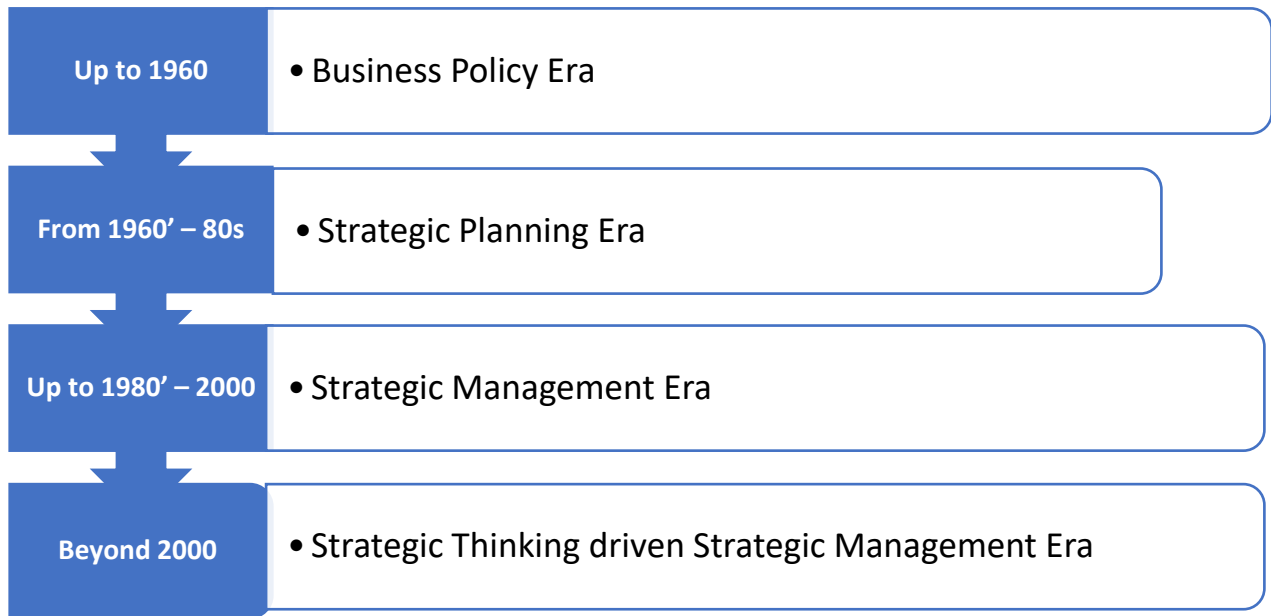
## What is strategic management?

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...

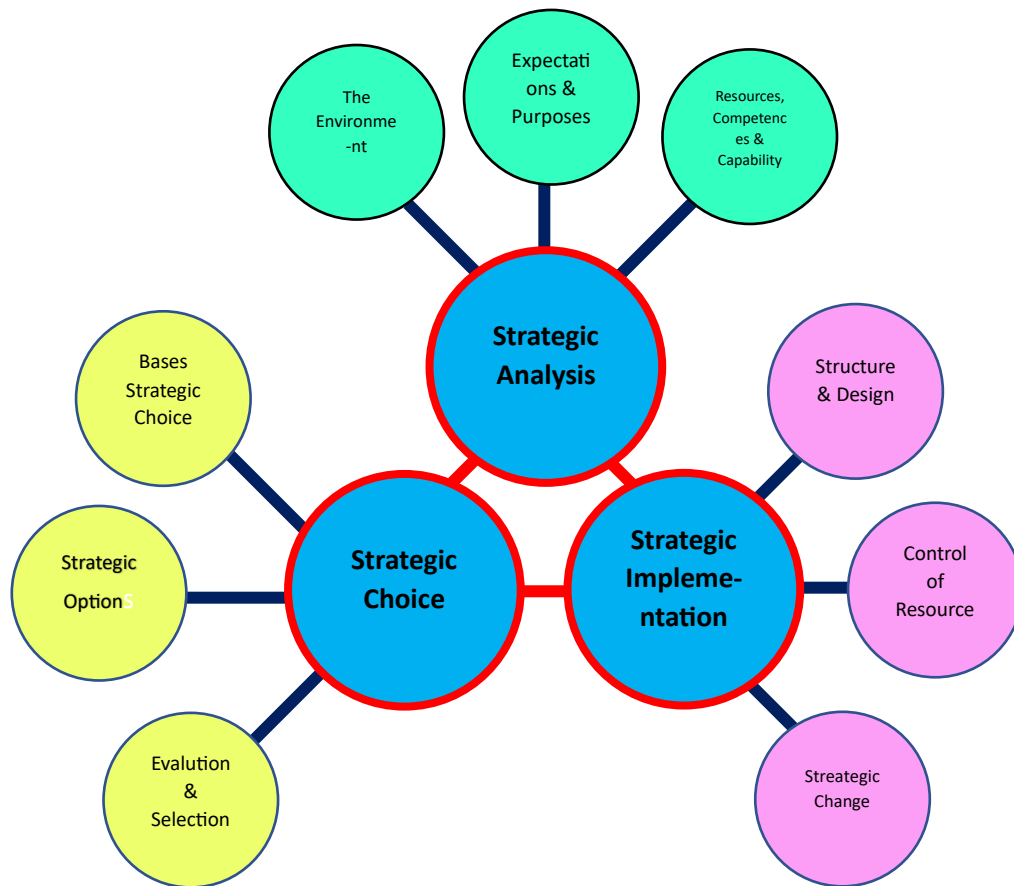
## Elements of Strategic Management process

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

## Strategic Direction

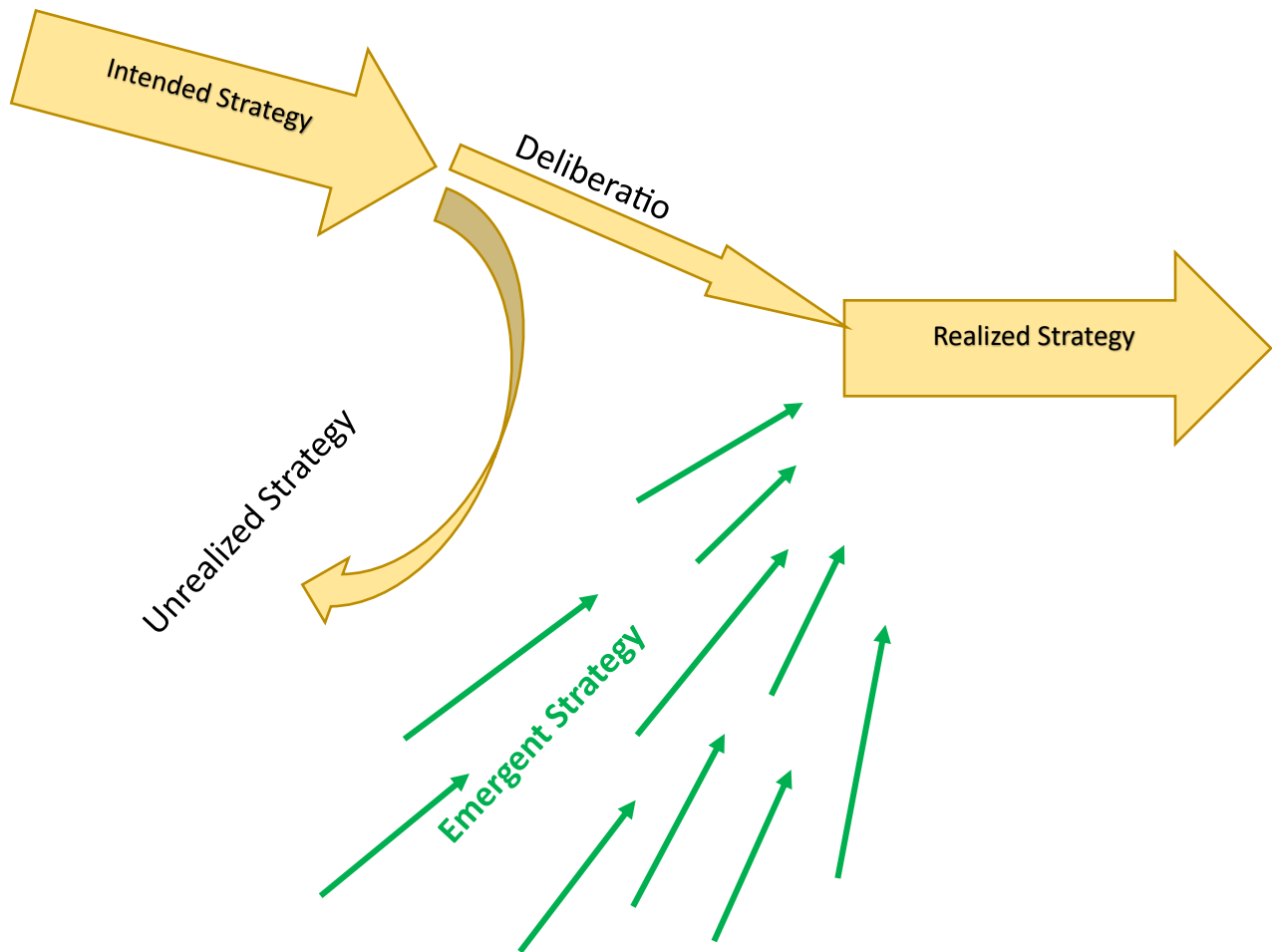
- Vision, Mission Goals, objectives
- Vision (core ideologies, envisioned future)
- Corporate philosophy
- Industry foresight
- Strategic thinking

➔ Process of Strategic Management process



Johnson & Scholes

## Intended vs. Emergent Strategy



- Questions and clarifications...

ඔබ කඳු නගින පුද්ගලයෙක්, යැයි සිතන්න. පැය දෙකක් ඇතුළත ඔබ ඉලක්ක සපුරාගත යුතුයි. ඒ සඳහා ඇති දුර ප්‍රමාණය 8km කි. ඔබ පැයයි විනාඩි 30ක් ඇතුළත ඉලක්ක සපුරාගැනීම සඳහා ගතහැකි ක්ෂණික උපායමාර්ග නම් කරන්න.

## **What is Strategic Position?**

- The strategic position of the business refers to its overall competitive position within the market and its ability to deliver value to customers. It involves analyzing various factors such as the market size, target customer base, competition, resources, and capabilities to develop a unique and sustainable competitive advantage.
- Strategic position is critical for the success of a business because it helps identify areas of strength and weakness, assess opportunities and threats in the market, and develop a clear and focused strategy that aligns with the company's goals and objectives
- A company's strategic position can be assessed through various framework and tools such as SWOT analysis, Porter's Five Forces, and value chain analysis, which can help identify the key drivers of comparative advantage and develop strategic to enhance the company's position

## **What is Strategic Analysis?**

- Strategic analysis is the process of evaluating an organization's internal and external environment to identify strengths' weaknesses, opportunities, and threats that can affect its ability to achieve its goal and objectives. This analysis involves a comprehensive review of various factors that can impact an organization's success such as market trends, competition, regulatory environment, customer preferences, and technology
- The objectives of strategic analysis is to identify potential challenges and opportunities that an organization may face and to develop effective strategies to capitalize on these opportunities and overcome the challenges. This process involves gathering and analyzing data from various sources, including internal and external stakeholders, market research reports, financial statements, and industry reports.