



UNIVERSITY OF DHAKA

Institute of Business Administration (IBA)

Master of Business Administration (MBA)

C501: Managerial Communication

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2025-04-19

Saturday

Topics Covered:

- Definition of Strategic Management
- Levels of Strategy
- Strategic Planning Process

Class Summary: Strategic management involves making decisions and taking actions that enable an organization to achieve its long-term objectives. It encompasses environmental scanning, strategy formulation, implementation, and control.

Important Definitions:

- *Strategic Management:* The disciplined effort to make decisions and actions that shape and guide what an organization is, what it does, and why it does it.

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2025-04-21

Monday

Topics Covered:

- SWOT Analysis
- PESTEL Framework
- Competitive Advantage

Class Summary: A SWOT analysis identifies internal *Strengths* and *Weaknesses*, and external *Opportunities* and *Threats*. The PESTEL framework examines macro-environmental factors impacting businesses: Political, Economic, Social, Technological, Environmental, and Legal.

2025-04-23

Wednesday

Topics Covered:

- Corporate Strategy Models
- Communication Channels in Management

Class Summary: Effective communication within organizations relies on the selection of appropriate channels, clarity of message, and alignment with organizational culture.