

**Addis Ababa University**

**College of Business and Economics**

**Department of Public Administration and Development Management**

**Strategic Planning And Management Group Assignment**

**NAME ID Section**

1. Getnet Asmamaw……….UGR/6519/13…………2
2. Ezez Mola……………….UGR/3911/13…………2
3. Hiwet Bere………………UGR/7207/13…………2
4. Kidist Kalbessa………….UGR/5187/12…………2
5. Betelhem Fetigu…………UGR/7914/12…………1
6. Burtuke Habtamu………..UGR/0968/13…………1

Submitted to: Dr Chala

Submission date:Mar 20,2024

1. what are the Stakeholders , Company's expectation , Stakeholder's expectation , Consequence , Level of influence ( High, Medium ,low) for college of business and economics in AAU

| **Stakeholder** | **Company's Expectation** | **Stakeholder's Expectation** | **Consequence** | **Level of Influence** |  |
| --- | --- | --- | --- | --- | --- |
| Students | Quality education and training | Quality education, opportunities for growth, networking, job placements | increased enrollment, stronger alumni relations. Falling short can result in decreased enrollment, difficulty in job placements. | High |  |
| Faculty and Staff | Research output and innovation, skilled graduates | Supportive work environment, professional development, fair compensation | enhanced reputation, greater funding opportunities. Falling short can result in difficulty in attracting talent, decreased collaboration opportunities. | High |  |
| Administration | Academic excellence, financial sustainability | Effective governance, academic excellence, financial sustainability | collaborative partnerships, positive societal impact. Falling short can result in damage to reputation, loss of funding. | High |  |
| Alumni | Continuing education opportunities, networking | Continuing education opportunities, networking, recognition | stronger alumni relations, greater support. Falling short can result in decreased alumni engagement, difficulty in fundraising. | Medium |  |
| Employers/Recruiters | Well-prepared graduates, research collaboration | Curriculum relevance, graduate employability, talent pool | collaborative partnerships, positive reputation. Falling short can result in difficulty in attracting employers, negative perception. | High |  |
| Government/Regulatory | Compliance with regulations, contribution to development | Compliance with regulations, accreditation, funding | accreditation, funding opportunities. Falling short can result in loss of accreditation, reduced funding. | Medium |  |
| Community/General Public | Accessible education, societal impact | Community engagement, positive societal impact | positive societal impact, goodwill. Falling short can result in negative perception, decreased community support. | Medium |  |
| Donors/Funders | Transparent use of funds, impact assessment | Transparent use of funds, alignment with goals | increased funding, project support. Falling short can result in loss of funding, decreased donor trust. | Medium |  |