

# MGT4201 Strategy and Business Policy

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**Code**

MGT4201

**Title**

Strategy and Business Policy

**Prerequisites**

MGT 3001; ACC 2201

**Credits**

3

**Description**

Strategic management focuses on the concept of strategy formulation, implementation and evaluation by exploring the functions and nature of general management. This course will provide an opportunity to develop critical skills for strategic analysis and thinking, and cross-functional integration abilities in the organizational context. It will discuss theories and concepts that will help students to identify weaknesses and threats firms will face, appreciate the strengths of the firm, and anticipate opportunities in the external environment. Students will be able to develop corporate and business plans, and the implementation of organizational change through appropriate structures, systems and people management techniques.

**Objectives**

Knowledge To provide a basic understanding of the nature and dynamics of the strategy formulation and implementation processes as they occur in complex organizations To develop the ability to identify strategic issues and design appropriate course of action To help students gain insight into the processes of strategic leadership and the management of strategic change To provide a framework that can use to integrate what they are learning in other areas and to enhance this learning through case analysis To familiarize with literature in the strategy field To help students understand business policies in different areas of business and management Skills Written communication including a business reports, working papers, interim and final reports. Oral communication to be used in meetings and presentations with the client. Leadership and interpersonal skills are improved as students work in teams and interact with simulated client groups. Problem solving and creativity skills are developed as students separate symptoms from real problems and identify solutions to client's problems. Application abilities To help students develop skills in business analysis and strategic thinking To help students gain insight into the processes of strategic leadership and the management of strategic change To provide a framework that can use to integrate what they are learning in other areas and to enhance this learning through case analysis

**Outcomes**

Upon completion of this course, students will be able to complete the following tasks: Articulate a vision that gives meaning to all the firm's stakeholders of the firms' objectives. Evaluate and revise programs and procedures to achieve organizational goals. Will be able to strategic positioning in order to respond to market demand Will gain insight into the processes of strategic leadership and the management of strategic change

**Assessment**

60 % -first and second assessments

40 % -final assessment

**Tentative course outline****Week1**

"Introduction; Strategy- meanings and elements Basic model of strategic management Business Models: Elements and effectiveness Vision, Mission, Goals and Objectives "

**Week2**

"Environmental Scanning & Industry Analysis PEST and Five Forces analysis"

**Week3**

"Internal Scanning: organizational Choices SWOT and VRIO analysis Value chain analysis Core competency issues "

**Week4**

Strategy Formulation-Corporate Strategy

**Week5**

Strategy Formulation-Corporate Strategy

**Week6**

Strategy Formulation-Corporate Strategy

**Week7**

"Strategy Implementation Programs, Budgets, and procedures Organization Structures"

**Week8**

"Strategy Implementation Organization culture Strategy Implementation-Staffing and Directing Organization Change"

**Week9**

Strategy Evaluation and Control

**Week10**

Exercise of Strategic Problem Solving

**Week11**

Corporate Governance, CSR and Business Ethics

**Week12**

"Strategies for Technological Firms Strategies for NGOs"

**Week13**

"Strategy for Global Market Vertical Integration,"

**Week14**

Diversification, Mergers, and Strategic Alliance

**Week15**

Kazakhstan: Economy, competitiveness, and 'Kazakhstan-2050'