

Lead City University, Ibadan
Faculty of Social & Management Sciences
Department of Business Administration
2nd Semester 2017/2018 Academic Session.

COURSE PARTICULARS:

COURSE CODE: BUS 412
COURSE TITLE: BUSINESS POLICY AND STRATEGY II
NO. OF UNITS: 2 UNITS
STATUS: COMPULSORY

LECTURERS' DETAILS:

1

NAME: PROF. K.A. ADEYEMO
QUALIFICATIONS: NCE, B.Sc. MBA, MA, M.Sc., LL.B (Hons), BL, LL.M., Ph.D.,
FCPA
PHONE: 08034069337
EMAIL: remadeyemo2003@yahoo.com
AREA OF SPECIALIZATION: Management and Accounting

2

NAME: DR. ADEIGBE, YUNUS KAYODE
QUALIFICATIONS: B.A. (HONS), LL.B (HONS), M.P.P, Ph.D., ACIPM, AMNIM,
ACABA (CANADA).
PHONE: 08033585557
EMAIL: kayordeadeigbe@yahoo.com
AREA OF SPECIALIZATION: Industrial (Personnel) Psychology, Human Resources
Management, Entrepreneurship

NAME: DR. C.T. JEGEDE
QUALIFICATIONS: B.Sc., M.Sc., PGDMS, MBA, MPhil, Ph.D. (Bus.
Admin/Entrepreneurship), MCIPMN
PHONE: 08037251095
EMAIL: topejegede@hotmail.com
AREA OF SPECIALIZATION: Entrepreneurship & Entrepreneurial Capital
Management and SMEs

Section A: Introduction

The course is designed to equip and develop the mind of students and impart theoretical and practical knowledge which will promote managerial competences. The course will produce leaders with strategic vision and efficient utilization of resources.

Course Objectives:

To equip students with the basic knowledge of fundamental of Business Policy and Strategic management and its application to pragmatic situations to enhance their managerial analysis towards becoming a good entrepreneur and business manager.

Course Description:

The course is to introduce students to the evolution, components and objectives of Business Policy contemporary issues are also revealed. The course will promote leaders with strategic vision and efficient utilization of resources.

Lecture Plan

Week 1	Definition Business Policy, Scope and relevance of Business Policy, Vision Statement, Mission
Week 2	Business objectives, roles of Business Objects.
Week 3	Change & Innovation; Selecting Strategies and Structures of Public liability companies.
Week 4	Formulation of Strategic action.
Week 5	SWOT Analysis; Measuring Business Performance.
Week 6	Strategic Planning, Strategic Management
Week 7	Strategic Management Process
Week 8	Strategic Inputs.
Week 9	Functional Strategies; MBO
Week 10	Implementation of Strategic actions; Business Performance Appraisal
Week 11	Corporate Level of Strategy; Budgeting & Control
Week 12	Revision/Test
Week 13	Case Study Analysis I
Week 14	Case Study Analysis II

Week 15	Examination
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Course Requirement/Assessment

Approach: The approach will be relying on assigned readings, normal class lectures, problem solving and case analysis.

Assessment

Course work	40 marks
Examination	<u>60 marks</u>
Total	<u>100 marks</u>

Reading Lists

- Barnard, I. Chester, (1968), "The Functions of the Executive", (Cambridge Mass: Harvard University Press).
- Berlo, K.D., (1960), "The Process of Communication", (New York: McGraw-Hill Book Company).
- David, King (1977), "Human Behaviour at Work", (new York, Mcgraw-Hill Book Company).
- Drucker, P.P., (1976), "The Effective Executive", (London: Pan Books).
- Nwachukwu, C.C., (1980), "Principles of Management", (Lagos: Macmillan Publishing Co.).
- Simon, H. A., (1971), "A New Science of Management Decision", (New York. Harper and Row.).
- Stoner, J.A.F. and R.E. Freeman, (1989), "Management" (New York: McGraw-Hill Book Co.).
- Adeleke, A. (2001), "Management Concepts and Applications", (Lagos: Concept Publication).
- Asika, N.M. and O. Odugbesan (eds), (21000), "Understanding Nigeria Business Environment", (Lagos: Concept Publications).
- Boon, E. L. and D.L., Rurtz, (1987), "Management", (New York: Random House, Business Division).
- Hart, J.P., (1990), "Introduction to Business in a Dynamic Society", (London: Macmillan).
- Iyanda, O. and J. A. Bello, (1986), "Elements of Business in Nigeria", (Lagos: University of Lagos, Press).
- Kohn, Mervin, (1997), "Dynamic Management Principles; Process and Practice", (New York: McGraw-Hill Book Company).

Tutorial Questions

- 1a. What do you understand by the concept; Strategy?
- b. Identify the relationship between business policy and strategy.

- c. Highlight the stages involved in business policy and strategy management
- 2a. Explain the term business objective.
- b. Why do organizations set objectives?
- c. What are the characteristics of an organizational objective?
- 3. Identify and discuss the three major components of strategic management.
- 4. Write short notes on the following:
 - (i) Turn around strategies
 - (ii) Portfolio Restructuring
 - (iii) Divestiture
 - (iv) Merger
- 5i. List and explain the features of an effective vision statement.
- ii. Explain the roles of SWOT analysis in the formulation of strategic business policy.
- 6. Critically examine the guidelines for setting business objectives.
- 7a. Critically examine the concepts of change and innovation.
- b. Change may be inimical to the progress of an organization if not handled with care. List and explain five (5) reasons employees in an organization will resist change and innovation being introduced by its management.
- c. Discuss five solutions of resistance to change
- 8a. Briefly discuss the various components essential to the formulation of strategic actions in businesses.
- b. Explain how you will apply the elements of strategic action formulation to ensure the survival of your business in a competitive market to achieve leadership.
- 9. What are the features of effective mission and vision statements?
- 10. List and fully discuss the guidelines for setting business objectives.
- 11a. Describe the concept of “competitive advantage”.
- b. Why do you think competitors have found this concept difficult to imitate?

- 12(i) What is a case study?
- (ii) Write short notes on:
- (a) Preparing for case analysis
- (b) Formulating the case analysis
- (c) Communicating case analysis

MARKING GUIDE

Q1a.	Good definition and explanation of strategy	5marks
b.	Clear explanation of the relationship between business policy and strategy	5marks
c.	Listing of stages in business policy and strategy management with explanation	5marks
	good presentation	2 ¹ / ₂ marks
	Total	17¹/₂marks
Q2a.	Explanation of the term business objectives	5marks
b.	Why organizations set objectives (5 points) @ 1mark	5marks
c.	5 Characteristics of an organizational objectives @ 5marks	5marks
	Good grammar and presentation	2 ¹ / ₂ marks
	Total	17¹/₂marks
Q3.	Listing and discussing three components of strategic management @ 5marks	15marks
	Good presentation	2 ¹ / ₂ marks
	Total	17¹/₂marks
Q4.	Short notes on each of turnaround strategies, portfolio restructuring, divestiture and merger @ 4marks	16marks
	Good presentation	1 ¹ / ₂ marks
	Total	17¹/₂marks
Q5i.	Listing and explaining 5 features of an effective vision statement @ 2marks	10marks
ii.	Giving 5 roles of a SWOT analysis in the formulation of a business policy @ 1mark	5marks
	Good presentation and grammar	2 ¹ / ₂ marks
	Total	17¹/₂marks

Q6.	Critically presenting 5 guidelines for setting up business objectives @ 3 marks	15marks
	Good grammar and logical presentation	2 ¹ / ₂ marks
	Total	17¹/₂marks
Q7a.	A good presentation on critical examination of concepts of change and innovation	5marks
b.	Giving 5 good reasons employees will resist change in an organization @ 1mark	5marks
c.	5 solutions to change resistance	5marks
	Good presentation	2 ¹ / ₂ marks
	Total	17¹/₂marks
Q8.	5 components essential to	
a.	Formulation of strategic actions in business @ 1mark	5marks
b.	Application of elements of strategic formulation to business survival	10marks
	Good and logical argument	2 ¹ / ₂ marks
	Total	17¹/₂marks
Q9.	Listing and discussing 5 features of mission and vision statement @ 2marks	10marks
	Logically relating the 5 features to an effective mission and vision statement	5marks
	Good presentation	2 ¹ / ₂ marks
	Total	17¹/₂marks
Q10.	Listing of 5 guidelines for setting business objectives	5marks
	Discussing the 5 points in relation to the importance of business objectives	10marks
	Good presentation	2 ¹ / ₂ marks
	Total	17¹/₂marks
Q11a.	Good definition or description or the concept of competitive advantage	5marks
b.	Giving 5 reasons competitor find their imitation difficult @ 2marks	10marks
	Good presentation	2 ¹ / ₂ marks
	Total	17¹/₂marks

Q12i. Definition/description of case study	5marks
ii. Good short notes on each of	
a. Preparing for case analysis	
b. Formulating the case analysis	
c. Communicating case analysis @ 3 marks	9marks
Good presentation	2 ¹ / ₂ marks
Total	17¹/₂marks

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