

TRIBHUVAN UNIVERSITY
INSTITUTE OF SCIENCE AND TECHNOLOGY
SCHOOL OF MATHEMATICAL SCIENCES
Bachelor in Mathematical Sciences (B.Math.Sc.)

Course of Study

Code No.: MSMN 451

*Paper: **Business Management II***

Nature: Theory

Full Mark: 75

Pass Mark: 30

Credit: 3

Course Description:

The course is a continuation of Business Management I. The course covers Strategic Management, Strategic Analysis, Leadership, and Working in Teams.

Learning Objectives:

On successful completion of this subject, a student will be able to:

1. Develop a coherent business strategy.
2. Define a business's culture.
3. Explain how a business's culture will impact on the implementation of a chosen strategy.
4. Understand the role of values and behaviours in the long term success of a business.
5. Understand how to manage change within an organisation.
6. Understand the importance of leadership in an organisation.
7. Understand the nature and dynamics of working in teams.

Mode of Delivery:

The course will be taught by lecture (48 hrs), and problem solving and class discussion (24 hrs). The use of spreadsheet software for problem solving will be encouraged.

Contents:

Unit 1 Strategic Management

9 hrs

concepts in strategic management, Nature and functions served by corporate strategy, Levels of strategy in organizations, Relationships between different levels of strategy in organizations,

Unit 2 Strategic Management (Contd.)

10 hrs

Importance of organisational goals, objectives and policy, Main features of the management of opportunities and risks, Importance of strategy and structure for the effective management of organizations, Strategic analysis tools (audit and analysis of resources for use in strategic decision making) and their comparison.

Unit 3 Strategic Analysis

12 hrs

Organisation's value chain (Value chain analysis), Impact and influence of the internal and external environment on an organisation and its strategy (PESTLE analysis; SWOT analysis; stakeholder mapping; quantitative and

qualitative tools of competitor analysis; sources, quality and availability of data for environmental analysis; Porter's Five forces model; Porter's Diamond), Use of scorecards (balanced and strategic) in the strategic management of a company, Changes to the product portfolio to support the organisation's strategic goals (management of the product portfolio).

Unit 4 Leadership

8 hrs

Importance of leadership in work organizations, Main approaches to leadership, Different styles, Forms of leadership, Importance of values and behaviours in the context of leadership, Exercise of leadership power and influence, Variables which determine effective leadership.

Unit 5 Working in Teams

9 hrs

Interactions among members of a group, Main types of member / team roles, Professional and personal qualities, Nature and value of group dynamics, Tools and techniques of project management, Identification of the nature and causes of conflict, Alternative approaches to the management of conflict, Importance of building effective teams and skills.

References

1. *A Fred r. David, Forest r. David, Strategic Management: concepts and cases, Pearson, 2017.*
2. *A Frank Martin, Jonathan M. Scott, John Thompson Strategic Management: Awareness and Change, South-Western Cengage Learning, 2010.*
3. *Mullins, Laurie J., Management and organisational behaviour, Pearson, New York, 2016.*
4. *Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson, Strategic Management: Competitiveness and Globalization (Concepts and Cases), South-Western, Cengage Learning, 2009.*
5. *Hugh Macmillan, Mahen Tampoe - Strategic Management_ Process, Content, and Implementation, Oxford University Press, USA, 2001.*
6. *Nancy Langton and et al,Organizational behaviour : concepts, controversies, applications, Pearson, canada, 2016.*
7. *Robert M. Grant, Contemporary strategy analysis 7th ed., John Wiley & Sons Ltd, 2010.*
8. *Cadle, James; Paul, Debra; Turner, Paul, Business Analysis Techniques : 99 essential tools for success, BCS Learning & Development Limited, 2014.*
