

Analyse, choose, implement: the tools of business strategy

A Level 6.2.1 Developing business strategy · 6.2.2 Corporate planning and implementation

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Running case: Nexa Refill, Pakistan · 60 minutes

How this topic is examined

Paper 3 · Decision-making · 60 marks · 1 h 45

Analyse two benefits of contingency planning [8]

Calculate expected values or force field totals [2]–[4]

Evaluate which option... using your results [12]

Evaluate the usefulness of [a framework] [12]

Paper 4 · Business strategy · 40 marks · 1 h 15

Evaluate the effectiveness of strategic management [20]

Evaluate the contingency planning between... [20]

Advise on the approach to develop strategy [20]

Use the timeline and data in the case

Typical questions on this topic

Analyse two benefits to [business] of contingency planning. [8]

Calculate the expected value of [option]. [2]

Evaluate the usefulness of PEST analysis as a framework to develop strategy. [12]

Evaluate the effectiveness of [business]’s strategic management between... and.... [20]

Advise [business] on the importance of transformational leadership. [20]

By the end of this lecture you can...

- 1 Explain strategy and strategic management: analysis, choice, implementation.
- 2 Use SWOT, PEST, five forces and core competences to analyse.
- 3 Use Ansoff, blue ocean and scenario planning to choose.
- 4 Calculate decision tree expected values and force field totals.
- 5 Explain corporate planning, culture and transformational leadership.
- 6 Evaluate the management of change, contingency planning and crises.

END OF PREVIEW

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