

Business Environment and Strategic Management

Question Pattern

Group: A = $10 \times 2 = 20$

Group B = $5 \times 10 = 50$

Group C = $2 \times 15 = 30$

Full mark : 100

Pass Mark : 35

Part	Chapter No.	Chapter Title
Part I: Business Environment	1	Introduction to Business Environment <i>Focus on</i> <ul style="list-style-type: none">- Environment (Business, General, Task)- Components, Characteristics of the business environment,- Technique, Components, Process of environmental scanning- Comprehensive Scanning
	2	Political Environment <i>Focus on:</i> <ul style="list-style-type: none">- Political Environment (Concept, Component, Major Issue)- Business Government Relationship & their role towards each other, Political Risk & Ideology- Constitutional Bodies
	3	Environmental Regulations / Legal Environment <i>Focus on:</i> <ul style="list-style-type: none">- Legislation related to Finance, Investment, Consumer Protection- Important matters of memorandum of association- Features & overview of (FITA 1992, Company Act 2006, Patent, Design and Trademark Act 1965, Labour Act 1992, Foreign Employment Act 2007, Industrial Enterprise Act, Copyright Act)- One Window Committee- Patent
	4	Economic Environment <i>Focus on:</i> <ul style="list-style-type: none">- Policy (Monetary, Bank Rate, Trade, Employment, Tourism)- Economic Environment, it's dimensions, components- Privatization & it's Methods Liberalization, it's requirement & typesTrade Policy, 2009 (Strategy) Tourism Policy, 2009 (Objective) Long term of Employment Policy
	5	Socio-Cultural Environment <i>Focus on:</i> <ul style="list-style-type: none">- Social Class, Social Organization, Family Structure- Socio-Cultural Environment, it's component & it's influence to business

	6	Technological Environment <i>Focus on:</i> <ul style="list-style-type: none"> - Technology(Concept, Components, Effect, Levels, Positive & Negative Impact on Business) - Information Technology Policy of - Nepal (Vision, Objectives, Strategies)
	7	Asian & Global Environment <i>Focus on:</i> <ul style="list-style-type: none"> - WTO & it's Objective, Principle, Opportunities & Threats of Nepal's membership at WTO - Globalization, it's effect & forms Structure, Objective, Feature of BIMSTEC & opportunities provided by WTO - It Difference between SAPTA & SAFTA
Part II: Strategic Management	8	Introduction to Strategic Management <i>Focus on:</i> <ul style="list-style-type: none"> - Vision & Mission, it's importance & Components - Strategy & it's characteristics, strategic lit, Strategic Management (Importance, Process, Challenges, Role of Chief Executive in it) Strategic Decision (Importance, Characteristics) Strategic Planning & it's process
	9	External Environment & Industry Analysis <i>Focus on:</i> <ul style="list-style-type: none"> - Porter's Model (forces, importance) Environment Analysis, Internal & External & their aspects, importance, components & methods EFEM, it's use in business & how is it prepared - Competitive Intelligence & it's importance - Strategic Audit & it's areas Scenario building, planning
	10	Organizational Behaviour <i>Focus on:</i> <ul style="list-style-type: none"> - Unique, Threshold Resource - Internal Analysis (Methods, Process, Areas) - Value Chain Analysis - Effectiveness Analysis - What is SAP? How is it prepared? Competitive Advantage
	11	Strategy Formulation

		2 marks (fix) - 10 possible
	12	Strategy Implementation - 2 marks or 10 Marks Possible
	13	Strategic Evaluation & Control <i>Focus on:</i> <ul style="list-style-type: none"> - Strategic & Operational Control (how is it differ from one another, their importance and process - Strategy Evaluation & it's types Premise control, Special Alert Control

