

শুন্ অৰ বিজনেস
SCHOOL OF BUSINESS
বাংলাদেশ উন্মুক্ত বিশ্ববিদ্যালয়

MBA 3311 STRATEGIC MANAGEMENT

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Preface

The text book titled *Strategic Management* is designed and developed for the MBA students of the School of Business, Bangladesh Open University. It is written in modular form and is the first of its kind on Strategic Management in Bangladesh. The lessons have been so designed that learners find them easy to understand.

The book has 10 units comprising 39 lessons. I do not claim it to be an original contribution. Rather it should be regarded as a text book of ideas from various renowned authorities in Strategic Management. I have also quoted from different text books on Management usually followed by post-graduate students in our universities. My endeavour has been to present the lessons in a very lucid manner so that they can be understood and assimilated by an average distance learner of the MBA program within the stipulated period of a semester.

Each unit is almost equivalent to one chapter of a conventional text book and contains two to six lessons. Each of them starts with unit “highlights”. In fact the lessons are like the lecture notes of a classroom teacher, each starts with “lesson objectives” and ends with “review questions”. The review questions include essay type and application discussion questions. I hope that self learners will not find much difficulty in understanding the lessons by themselves and will need only a little help from the tutor.

I am grateful to the honorable Vice Chancellor of BOU who gave me the most needed support and enthusiasm to write this book. I am also thankful to Dean, School of Business for his suggestion to design each and every lesson. Professor Dr. Qazi Mohammad Galib Ahsan, School of Business, BOU have also made me indebted by his untiring efforts in editing and style editing each and every lesson diligently and meticulously. My thanks are also due to Mohammad Wahiduzzaman Howlader, Word Processing Operator of the School of Business, for doing his best to complete the task of desktop processing on time.

I shall feel rewarded for my labor if both general readers and self-learners find this book worthwhile and useful.

Professor Dr. M A Mannan

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