

QUESTION ONE (30 MARKS)

Required:

Considering that strategic management is an integral part of project management:

- a) *Describe the various organizational levels that would be involved in the strategy formulation. (9 marks)*

Corporate level strategy

Sets long term direction for the total enterprise: By formulation of portfolio planning model, growth and diversification strategies, retrenchment and restructuring, global strategies and co-operative strategies. It focuses on what business the organization going to enter the market. For instance, a company may have three distinct lines of business projects investments, namely, automobiles, steel, and tea. The corporate level strategy will outline whether the organization should invest in or withdraw from each of these lines of businesses, and in which business unit, investments should be increased, in line with the vision of your Company[CITATION Lar20 \l 1033].

Business level strategies

This level answers the question of how you are going to compete or invest. It plays a role in those organization which have smaller units of business and each is considered as the strategic business unit (SBU)[CITATION Lar20 \l 1033].It entails defining the competitive position of a strategic business unit. This level is based up-on the standard strategies of competitive strategy model, cost leadership, differentiation, and focus.

Functional level strategy

This level focuses on how an organization is going to grow. It outlines daily actions including allocation of resources to deliver corporate and business level strategies. At functional level involves putting in short-terms functional objectives, the attainment will lead to the business level strategy.

For instance, the marketing strategy for a tea business which is following the differentiation strategy may translate into launching and selling a wide variety of tea variants through company-owned retail outlets. The realization of the functional strategies in the form of quantifiable and measurable objectives will result in the achievement of business level strategies as well[CITATION Lar20 \l 1033].

Jkuat Msc Project Management

**James K Mbugua, Luke Mwiti
Kinoti, Bilha Wambui Ngigi, Makokha
Peter Wanyama**

Jkuat Msc Project Management:

Finance ,2006 *Marketing Management and Strategy* George Tesar,John Kuada,2013 This book gives readers an understanding of the factors that shape the marketing decisions of managers who operate in African economies It brings together fifteen African cases written by scholars and executives with rich knowledge of business practices in Africa By combining theoretical insights with practical information from the cases the reader is introduced to issues relating to marketing strategy formulation managerial actions in designing and implementing marketing decisions as well as the operational contexts within which these actions are taken The book is essential reading for both undergraduate and graduate students in marketing international strategy and international business who require an understanding of African business

Proceedings of 2005 JKUAT Scientific, Technological, and Industrialisation Conference ,2006

Entrepreneurship and Financial Reforms James K Mbugua,Luke Mwit Kinoti,Bilha Wambui Ngigi,Makokha Peter Wanyama,2023-07-14 Risk Management of Selected Risk Categories and Its Effect on Performance of Commercial Real Estate Properties in Kenya Influence of Social Enterprise Ventures on Entrepreneurship and Business Growth Job Availability and Entrepreneurship Education among Undergraduate University Students in Kenya Centrality of Financing Reform in Performance of World Bank Financed Agricultural Projects in Trans Nzoia County Kenya Reform Interventions Participatory Monitoring and Performance of Agricultural Projects Funded by the World Bank in Trans Nzoia County Kenya **Health and Medical Geography in Africa** Yemi Adewoyin,2023-10-30 This contributed volume focuses on the evolution and current state of the sub discipline of health and medical geography in Africa It encompasses theoretical and methodological issues as well as the current teaching and research capacities of institutions offering programs in health and medical geography in Africa Further the book will review the level of adoption of the sub discipline in State policies and practice and also provide practical illustrations with case studies of how studies in the sub discipline are central to the actualization of Africa s development agenda Particular attention is paid to the relationship between health and development Through its direct and indirect impacts on labor productivity population health and wellbeing matter for the social and economic development of households and national economies Yet health is not uniform in space And so is development Comparatively on many health and development indicators Africa fairs poorly The variation in health may present as differences in the occurrence and spread of diseases the distribution of and access to healthcare facilities and or in health outcomes among the population Reasons for these variations range from biology to the population s levels of exposure and susceptibility to elements in their environment including the social interactions taking place within the environment The field of health and medical geography focuses on the spatial patterns and processes underlying these variations and provides pathways for understanding and addressing them More specifically the sub discipline of health and medical geography focuses on among others how places their characteristics and processes that go on in them and environmental factors underlie and or influence

disease patterns exposure and susceptibility to diseases health variations health behavior health outcomes and the provision of and access to healthcare services This volume documents perspectives and applications in health and medical geography in Africa for academics students health practitioners and development policymakers *Banana Systems in the Humid Highlands of Sub-Saharan Africa* Guy Blomme, Piet van Asten, Bernard Vanlauwe, 2013-11-28 *Banana Systems in the Humid Highlands of Sub-Saharan Africa Enhancing Resilience and Productivity* addresses issues related to agricultural intensification in the sub humid highland areas of Africa based on research carried out in the Great Lakes Region by the Consortium for Improving Agriculture based Livelihoods in Central Africa *Assessment of RUFORUM member universities in Kenya* Mose, Lawrence, Gao, Lang, Beintema, Nienke M., 2018-11-29 Credible quantitative and qualitative information on existing capacities in agricultural higher education agencies in Africa are important for decisionmakers at national regional and international levels Decisionmakers require data and indicators for strategic planning policy formulation setting priorities and benchmarks measuring progress toward benchmarks and identifying capacity gaps Decisionmakers need a better understanding of the specifics of existing staffing and student capacities in the higher education sector as well as in the wider agricultural innovation systems in Africa south of the Sahara Access to such information will result in better policies addressing capacity issues in agricultural higher education research extension and other areas The existence of such information however remains extremely limited *Sustainable Management of Invasive Pests in Africa* Saliou Niassy, Sunday Ekesi, Lorna Migiro, Washington Otieno, 2020-07-13 Invasive species generally affect economically important crops thus affecting the livelihoods of millions of people along crop value chains Typically invasive species have high migratory capabilities and because of plant material exchanges made during trade they cannot be contained by one country Usually African countries react after a pest has invaded and established itself in the country making the cost of mitigating the pest even more expensive This book presents a pan African view of the impacts of invasive insect pests on agriculture and of how invasive species impact on productivity in Africa It not only describes their importance but also presents a diversity of research findings in the field ranging from the use of early warning and monitoring systems for quarantine purposes agricultural extension all the way to control strategies The IPM arsenal presented in this book includes the use of botanical bioactive compounds semiochemicals resistant varieties biological control agents such as entomopathogens endophytes predators and natural enemies Aspects of technology transfer strategies regional coordination and farmers perceptions have not been overlooked because these affect the adoption of mitigation strategies The book also presents measures that would help agricultural research services to estimate the damage and take actions for preparedness and readiness to face invasive insect pests This starts with a basic knowledge of taxonomy to enable concerned persons to describe the insects and the vast inventory of affected crops Physiological and ecological aspects of invasive pests are strongly highlighted to strengthen Integrated Pest Management Strategies The threat of invasive species will remain permanent therefore the book encourages

knowledge exchange and collaboration between researchers and scientists on the continent while encouraging the establishment of a platform or a fund for preparedness and rapid response **African Parliaments Volume 1** Linda Khumalo, Candice Morkel, Caitlin Blaser Mapitsa, Hermine Engel, Aisha Jore Ali, 2021-11-23 Parliaments play a pivotal role in governance and yet little is known about how evidence is used for decision making in these complex political environments Together with its practice companion volume *African Parliaments Systems of evidence in practice* this volume explores the multiple roles legislatures play in governance the varied mandates and allegiances of elected representatives and what this means for evidence use Given the tensions in Africa around the relationships between democracy and development government and citizen agency this volume considers the theories around parliamentary evidence use and interrogates what they mean in the context of African governance Micro and Small Enterprises in Kenya Andrew Mullei, Crispin Bokea, 1999 Kenya Engineer ,2003 Directory of Scientists and Institutions Working in Social Sciences and Health in Africa Anne Muthoni Pertet, 1996 **IEEE Membership Directory** Institute of Electrical and Electronics Engineers, 1999

Perspectives in Project Management Raufdeen Rameezdeen, Anthony Wood, 2019-01-24 All the contributions to this volume are condensed versions of research projects undertaken by students in the final year of the online Master of Project Management degree delivered by the University of South Australia in conjunction with Open Universities Australia Contributors to this book consist primarily of graduated Masters students supported by supervising academics and relevant industry specialists and practitioners As a result the authors present current research interests across the breadth of Australia with many of the perspectives demonstrating relevance to practice globally The research perspectives presented here focus on four key themes of project management theory and practice people and organisations methodologies and practice domains issues in application and continuous improvement and benchmarking Collectively this work will be of particular interest to project management academics and researchers post graduate students and the broader project management community **Project Management** Dennis Lock, 2000 For this edition the text has been revised and updated There are new case studies and a particular effort has been made to improve the clarity of the illustrations **Project Management** Jeffrey Pinto, 2020-09-11 *A Strategic-Oriented Implementation of Projects* Mihály Görög, Mihaly Görög Msc Pmi-Rmp Pmi-Sp Pmp, 2013 With each of its chapters devoted to exploring a specific topic Strategic Oriented Implementation of Projects begins by focusing on internal projects within an organization Using real world examples from multiple industries Dr G r g effortlessly provides both theory and practical tools for thinking and working strategically throughout the project process including mastering scope challenges and evaluating project success

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