

II YEAR I SEMESTER

Code	Course	Marks	L	T	P	C
23MB3C01	Strategic Management	100	4	0	0	4

UNIT-I

Introduction: Concepts in Strategic Management, Strategic Management as a process – Developing a strategic vision, Mission, Objectives, Policies – Factors that shape a company's strategy – Crafting a strategy.

UNIT-II

Environmental Scanning: Industry and Competitive Analysis -Evaluating company resources and competitive capabilities – SWOT Analysis – Strategies and competitive advantages in diversified companies and its evaluation. Tools and techniques- Porter's Five Force Model, BCG Matrix, GE Model,

UNIT-III

Strategy Formulation: Strategy Framework For Analyzing Competition, Porter's Value Chain Analysis, Competitive Advantage of a Firm, Exit and Entry Barriers - Formulation of strategy at corporate, business and functional levels. Types of Strategies

UNIT-IV

Strategy Implementation : Strategy and Structure, Strategy and Leadership, Strategy and culture connection - Operationalising and institutionalizing strategy- Organizational Values and Their Impact on Strategy – Resource Allocation – Planning systems for implementation.

UNIT-V

Strategy Evaluation and control – Establishing strategic controls - Measuring performance – appropriate measures- Role of the strategist – using qualitative and quantitative benchmarking to evaluate performance - strategic information systems – problems in measuring performance – Strategic surveillance -strategic audit

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References

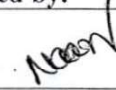
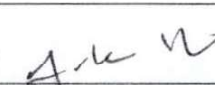
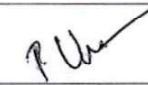
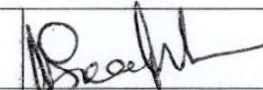
1.P.Subba Rao: Business Policy and Strategic Management, Himalaya PublishingHouse, New Delhi, 2010

2.Kazmi: Strategic Management and Business Policy, Tata McGraw Hill, 2009

3.R.Srinivasn: Strategic Management, PHI Learning, New Delhi, 2009

4.Adrian Haberberg & Alison: Strategic Management, Oxford University Press, NewDelhi, 2009

Signed by:

			
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