

STRATEGIC MANAGEMENT

Semester II
Code : SM02C07

Credit -4
Hrs - 90

Objectives

- . *To understand the frame work across strategic analysis, strategy formulation, and strategic implementation*

MODULE 1

Basic concept of strategy and strategic management- strategic management process-models of strategic management-approaches to strategic decision making- -vision-mission-objectives-goals-strategic levels in an organization-SBU

(15 Hrs)

MODULE 2

Environmental analysis-concept of environment-micro and macro environment-environmental scanning-models for environmental analysis-value chain analysis-SWOT analysis-BCG matrix-GE's spot light matrix-Tows Matrix.

(15 Hrs)

MODULE 3

Strategic planning and formulation-stages of strategic planning strategic alternatives- types of strategies-growth strategies dependency and reduction strategies-horizontal and vertical integration-backward and forward integration-diversification and defensive strategies-generic strategies-grand strategies-portfolio strategies-turn around strategies.

(25 Hrs)

MODULE 4

Organizational level strategies-capacity expansion-mergers-joint ventures-acquisition,-takeovers-consortia-networking-franchisinglicensing - sub contacting-concentric diversification-conglomerate diversification-7S framework-competitive analysis and strategies.

(20 Hrs)

MODULE 5

Strategy implementation-evaluation and control-various approaches to implementation of strategy-strategic choice-strategy and structure -strategic control process-operational control-performance gap analysis-models and tools of control-future of strategic management.

(15 Hrs)

REFERENCE BOOKS

1. *Text book of strategic management, U.C. Mathur, , Macmillain India limited.*
2. *Strategic Management: An Integrated Approach, Hill.*
3. *Strategic Management, CN.Sontakki, Kalyani Publications*
4. *Strategic Management: Theory and Practice, Parnell.*
5. *Fundamentals of Strategic Management, Parthasarthy.*
6. *Strategic Management, White, Palgrave Macmillian,*
7. *Strategic Management, Francis Cherunilam, Himalaya Publishing House.*
8. *Jauch Lawrance R, Business Policy and strategic Management, MacGraw Hill Co;*
9. *Sharmma RA, Strategic Management in Indian companies, Deep & Deep co;*
10. *FR.David, Strategic Management Concept and Cases, Prentive Hall India.*
11. *Philip Sadler, Strategic Management, Kogan Page India.*