

## MBA301: STRATEGIC MANAGEMENT

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week  Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### Course Objectives:

- To expose students to various perspectives and concepts in the field of Strategic Management
- The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations.
- To help students develop skills for applying these concepts to the solution of business problems
- To help students master the analytical tools of strategic management

Hours:40

**UNIT I (5 Hrs):** Introduction: Concept of Strategy, Concept of Corporate Strategy, Strategic Management Process, Role of strategists, Impact of Globalization


**UNIT II (10 Hrs):** Environmental Appraisal: BOD- Role and Functions, Board functioning in Indian Context, Environment Scanning, Industry Analysis, Synthesis of External Factors, External factors Analysis Summary (EFAS), Internal Scanning, Value Chain Analysis, Synthesis of Internal Factors, Internal factors Analysis Summary (IFAS), Case Study 1

**UNIT III (15 Hrs):** Strategy Formulation, Strategic factors Analysis Summary (SFAS), Business Strategy, Corporate Strategy, Functional Strategy, Strategic Choice, Case Study 2. Blue Ocean Strategy and Fortune at the Bottom of the Pyramid Capability Approach and Strategy

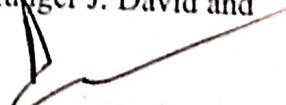
**UNIT V (10 Hrs):** Strategy Implementation, 7-S framework, Organization Structure, Corporate Culture, Diversification, Mergers and Acquisition, Case Study 3. Evaluation and Control, Strategic Information Systems, Strategic Issues in Small and Medium Enterprises and Non-Profit Organizations

### Suggested Reading:

1. Strategic Management Concepts and Cases- F.R. David, Prentice Hall of India
2. Business Policy and Strategic Management, Lawrence R. Jauch, Glueck William F., Frank Brothers & Co
3. Strategic Management- Pearce II John A. and Robinson J.R., Richard B. And Amita Mittal, McGraw Hill
4. Strategic Management and Business Policy- Wheelen Thomas L., Hunger J. David and Rangarajan Krish, PHI

  
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