Mandatory 1

Programme Name: M.Com (Business Management)

Course Name: Strategic Management

TotalCredits:04 TotalMarks:100

Universityassessment:50 Collegeassessment:50

Prerequisite:

Learning Objectives

a) To enable the learners to understand new forms of Strategic Management concepts and their use in business

b) The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations

c) To develop learning and analytical skills of the learners to enable them to solve cases and to provide strategic solutions

d) To acquaint the learners with recent developments and trends in the business corporate world

Course Outcomes

C1) Understand the basic concepts and process of strategic management

C2) Develop and prepare organizational strategies that will be effective for today's organisations

C3) Devise strategic approaches to managing a business successfully in a global context

Module 1

Unit 1 Introduction to Strategic Management

a) Concept and process of Strategic Management, Benefits and Risks of Strategic Management, Vision and Mission,

b) Functional Strategies: Human Resource Strategy, Marketing Strategy, Financial Strategy, Levels of Strategies: Corporate, Business and Operational Level Strategy

Unit 2 Strategy Formulation, Implementation and Evaluation

a) Strategic Formulation: Issues of strategic Choice, Stages and Importance of strategic Formulation, Formulation of Alternative Strategies: Mergers and Acquisitions, Joint Ventures, Diversification, Turnaround, Divestment and Liquidation.

b) Corporate Portfolio Analysis- SWOT Analysis, BCG Matrix, GE Nine Cell Matrix, Hofer's Matrix, Importance and Problems of Strategic Implementation, Importance, and Techniques of Strategic Evaluation and Control

Module 2

Unit 3 Business, Corporate and Global Strategies

a) Concept, Need and Forms of Corporate Restructuring, Concept, Internal and External factors and Causes of Corporate Renewal Strategies

b) Concept, Types, Importance, and Problems of Indian Strategic Alliances and International Businesses, Importance, Problems and Governing Strategies of PPP Model.

Unit 4 Emerging Strategic Trends

a) Reasons for growing BPO and KPO businesses in India, Reengineering Business Processes, contribution of IT sector in Indian Business, Concept, Problems and Consequences of Disasters, Strategies for Managing and Preventing disasters and Cope up Strategies

b) Process of business startups and its Challenges, Growth Prospects and government initiatives in Make in India Model with reference to National manufacturing, Contribution of Make in India Policy

Reference

- Strategic Management, A Dynamic Perspective -Concepts and Cases – Mason A. Carpenter, Wm. Gerard Sanders, Prashant Salwan, Published by Dorling Kindersley (India) Pvt Ltd, Licensees of Pearson Education in south Asia
- Strategic Management and Competitive Advantage-Concepts- Jay B. Barney, William S. Hesterly, Published by PHI Learning Private Limited, New Delhi
- Globalization, Liberalization and Strategic Management - V. P. Michael
- Business Policy and Strategic Management – Sukul Lomash and P.K Mishra, Vikas Publishing House Pvt. Ltd, New Delhi
- Strategic Management – Fred R. David, Published by Prentice Hall International
- Business Policy and Strategic Management – Dr Azhar Kazmi, Published by Tata McGraw Hill Publications
- Business Policy and Strategic Management- Jauch Lawrence R & William Glueck Published by Tata McGraw Hill
- Public Enterprise Management and Privatisation – Laxmi Narain Published by S. Chand & Company Ltd, New Delhi
- Business Organisation – Rajendra P. Maheshwari, J.P. Mahajan, Published by International Book House Pvt Ltd
- Disasters and Development- Cuny Fred C, Published by Oxford University Press, Oxford
- At Risks Natural Hazards, People’s Vulnerability and Disasters- Wisner Ben P. Blaikie, T Cannon and I. davis, Published by Wiltshire Routledge
- Mergers, Acquisitions and Corporate Restructuring – Strategies and Practices- Rabi Narayan Kar, Published by International Book House Pvt Ltd, Mumbai
- Strategic Management- Awareness and Change, John. L. Thompson, Internal Thomson Business Press
- Gaining and Sustaining Competitive Advantage, Jay B. Barney, Eastern economy Edition, PHI Learning Pvt Ltd, New Delhi
- Strategic Management by Prof N.H. Mullick, Enkay Publishing House New Delhi
- Public Sector Perspective, by Dr M.Veerappa Moily
- The Impact of Private sector participation in Infrastructure- Lights, shadows and the Road ahead by Andres, Luis, Guasch, luis, J. Thomas, Haven & Foster, World Bank, Washington