

COURSE CODE: 2CM2010301	COURSE TITLE: Strategic Management
COURSE TYPE : CORE COURSE	
COURSE OBJECTIVE: To make aware with strategic corporate environment and to improve decision making ability of students in situations of uncertainty in a dynamic and competitive business environment.	

Teaching Scheme (Hours per week)		Evaluation Scheme (Marks)		
Lectures	Credit	University Assessment	Institutional Assessment	Total
4	4	60	40	100

Unit	Topic and contents	Hours	Wt. (%)
1.	Introduction to Strategic Management: - Evolution of strategic management and business policy; - Understanding strategy; - Strategic Decision Making; - Elements in Strategic Management Process; - Strategic Intent; - Vision; - Mission; - Business Definition; - Goals and Objectives.	15	25%
2.	Strategy Formulation: - Environmental Appraisal: Concept of Environment; Environmental Sectors; Environmental Scanning; Appraising the Environment. - Organizational Appraisal: Dynamics of Internal Environment; Organization Capability Factors; - Considerations in Organizational Appraisal; Methods and techniques used for organizational appraisal, Structuring Organizational Appraisal.	15	25%
3.	Strategic Analysis & Choice: - Corporate Level Strategies: Concentration, Integration, Diversification, Stability, Retrenchment and Restructuring. - Business Level Strategies: Generic Business Strategies. - Process of Strategic Choice, Strategic Analysis: Subjective Factors in Strategic Choice, Contingency Strategies, Strategic Plan.	15	25%
4.	Strategic Implementation and Control: - Nature and Barriers to Strategy Implementation, Model of Strategy Implementation; - Structural Implementation: Structural Considerations, Types of Organizational Structures, Organizational Design and Change. - Functional and Operational Implementation; Functional Strategies and Functional Plans and Policies. Strategic Control, Operational Control.	15	25%

Reference Books:

1. Azhar Kazmi, Business Policy and Strategic Management, TATA Mc Graw Hill.
2. Bhattachary S. K. and Venkatramin, Managing Business Enterprises: Strategies, Structure and Systems, Vikas Publishing House, New Delhi.
3. Coulter Mary K, Strategic Management in Action, Prentice Hall, New Delhi.

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4. Fred R. David, strategic Management Concepts and cases, PHI.
 5. Glueck, Williams F. and Lawrence, Business Policy and Strategic Management, Tata McGraw Hill, New Delhi.
 6. John A. Pearce & Richard B. Robbin, Strategic Management, AITBS Publications.
 7. Michal E. Porter, The Competitive Strategy, Macmillan, New Delhi
 8. Patel D.R and Prajapati B. A. Strategic Management, Atul Prakashan, Ahmedabad.
 9. Porter. M Competitive Strategic techniques for analyzing industries and competitor, the free Press, New York.
 10. Srinivastava, Management policy and strategic management, Himalaya Publications.
 11. Subba Rao. P, Business Strategic Management, Himalaya Publications.
 12. Thomas L. Wheelen, J. David Hunger, Krish Rangarajan, Concept in strategic management and business policies, PHI
 13. Viramgami H.S., Strategic Management, APH Publishing Corporation.