

<b>INSTITUTE</b>	<b>FACULTY OF MANAGEMENT STUDIES</b>
<b>PROGRAM</b>	<b>BACHELOR OF BUSINESS ADMINISTRATION</b>
<b>SEMESTER</b>	<b>5</b>
<b>COURSE TITLE</b>	<b>STRATEGIC MANAGEMENT</b>
<b>COURSE CODE</b>	<b>04BB1502</b>
<b>COURSE CREDITS</b>	<b>4</b>

**Course Outcomes:** After completion of this course, student will be able to:

- 1 To understand various perspectives and concepts in the field of Strategic Management
- 2 To demonstrate the knowledge and abilities in formulating strategies and strategic plans
- 3 To analyze the principles of strategy formulation, implementation and control in organizations.
- 4 To analyze the competitive situation and strategic dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement
- 5 Analyze and evaluate critically real-life company situations and develop creative solutions, using a strategic management perspective.

**Pre-requisite of course:**NONE

#### Teaching and Examination Scheme

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
4	0	0	50	30	20	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Introduction to Strategy, Strategic Management</b> Introduction to Strategy, Levels of Strategy, Difference between Policy, Strategy and Tactics, Vision, Mission & goals (Concept & difference), Strategic Management: Definition, Process of Strategic Management. Case studies	8
2	<b>Environment Analysis</b> Concept of Environment, Internal & External, SWOT Analysis, External Environmental Scanning, Internal Environment: Factors & Methods of analysis. Case studies	10

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
3	<b>Strategy Formulation: Business Level Strategy, Corporate Level strategy</b> Generic Business Level Strategy, Cost Leadership, Differentiation & Focus, Business Strategy for different industry conditions, Corporate Level strategy: Concentration, Integration, Diversification, Internalization Strategies, M&A, Joint Venture, Strategic alliance. Digitalization Strategies, Retrenchment & Restructuring (Only concepts). Case studies	12
4	<b>Strategy Implementation</b> Strategy Implementation, Nature & Barrier to strategy implementation, Functional plans for Implementation of strategy, Strategic Leadership: Meaning & Significance of Strategic Leadership, Characteristics of good Leader. Case studies	10
5	<b>Strategic Control</b> Meaning, Definitions, Strategic Control V/s Operational Control, Techniques of Strategic Evaluation & Control. Corporate social responsibility. Case studies	8
<b>Total Hours</b>		<b>48</b>

#### Textbook :

- 1 Strategic Management and Business Policy, Azhar Kazmi , Tata McGraw Hill Publications, 2014
- 2 Strategic Management , Subba Rao, Himalaya Publication, 2011
- 3 Strategic Management: Competitiveness and globalization – Concepts, Hitt, M., Ireland, R. and Hoskisson, R., Southwestern College Publishing, 2015

#### References:

- 1 Strategic Management , Strategic Management , John A. Pearce II, Richard B. Robinson Jr. and Amita Mital, Tata McGraw Hill Publications, 2018
- 2 Strategic Management , Strategic Management , Adrian Haberberg and Alison Rieple, Oxford University Press, 2018
- 3 Strategic Planning & Formulation of Corporate Strategy, Strategic Planning & Formulation of Corporate Strategy, V S Ramaswami, S Namaumari, Macmillan, India , 2017

#### Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking</b>
10.00	20.00	25.00	25.00	10.00	10.00

**Instructional Method:**

- 1 THEORY

**Supplementary Resources:**

- 1 <https://hbr.org/1980/07/strategic-management-for-competitive-advantage>
- 2 <https://strategymanage.com/>
- 3 <https://www.iedunote.com/management-notes/learn-strategic-management>
- 4 <https://www.youtube.com/watch?v=ZDExLnS9IC0&list=PLIkqtRtuM1ToRbN4xa5Q2864LIK2vS6CN&index=8>
- 5 <https://www.youtube.com/watch?v=jPNuuihVIC8&list=PLIkqtRtuM1ToRbN4xa5Q2864LIK2vS6CN&index=11>
- 6 [https://www.youtube.com/watch?v=GT\\_NNu0JIMA&list=PLIkqtRtuM1ToRbN4xa5Q2864LIK2vS6CN&index=13](https://www.youtube.com/watch?v=GT_NNu0JIMA&list=PLIkqtRtuM1ToRbN4xa5Q2864LIK2vS6CN&index=13)