

INSTITUTE	FACULTY OF MANAGEMENT STUDIES
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
SEMESTER	5
COURSE TITLE	STRATEGIC MANAGEMENT
COURSE CODE	04BB1502
COURSE CREDITS	4

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

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to Strategy, Strategic Management 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	Environment Analysis Concept of Environment, Internal & External, SWOT Analysis, External Environmental Scanning, Internal Environment: Factors & Methods of analysis. Case studies	10

Contents : Unit	Topics	Contact Hours
3	Strategy Formulation: Business Level Strategy, Corporate Level strategy 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	Strategy Implementation 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	Strategic Control Meaning, Definitions, Strategic Control V/s Operational Control, Techniques of Strategic Evaluation & Control. Corporate social responsibility. Case studies	8
Total Hours		48

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					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

1 THEORY