

COURSE TITLE	STRATEGIC MANAGEMENT
COURSE CODE	04BB2502
COURSE CREDITS	4

Objective:

- 1 NA

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

- 1 To build an understanding of various perspectives and concepts in the field of Strategic Management
- 2 To demonstrate the knowledge and abilities in formulating strategies and strategic plans
- 3 The objective is to analyze the principles of strategy formulation, implementation, and control within 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- Concept and Definition, Levels of Strategy, Difference between Policy, Strategy and Tactics, Vision, Mission & goals (Concept & difference), Strategic Management: Definition, Process of Strategic Management, Nature, and Merits and Demerits of SM. Case studies	10
2	Environment Analysis Concept of Environment- Meaning, Importance, Concept of Environment- process Limitation, Internal & External factors of ES, SWOT Analysis, External Environment Scanning: Factors, Methods of analysis, External Environment Scanning: Approaches and Procedure, Internal Environment Scanning: Methods. Case studies	12

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, and Advantages, Corporate Level strategy: Expansion Strategy (Concentration, Integration, Diversification, Internalization Strategies, M&A, Joint Venture, Strategic alliance. Digitalization Strategies), Stability Strategy (No change strategy, profit strategy and caution strategy), Retrenchment & Restructuring (Turnaround strategy, Divestment strategy and Liquidation strategy) (Only concepts). Case studies	16
4	Strategy Implementation Strategy Implementation, Aspects, Nature, Process & Barrier to strategy implementation, Functional plans for Implementation of strategy, Difference between Strategic Implementation and Strategic Formulation, Strategic Leadership: Meaning & Significance of Strategic Leadership, Characteristics of good Leader. Case studies	12
5	Strategic Control Meaning, Definitions, Nature, Importance, Types, Process, Strategic Control V/s Operational Control, Techniques of Strategic Evaluation & Control, Corporate social responsibility: Meaning, Types, Corporate social responsibility: requirement and Importance. Case studies	10
Total Hours		60

Textbook :

- 1 Strategic Management and Business Policy, Azhar Kazmi, 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 / Creative
0.00	0.00	35.00	35.00	30.00	0.00

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=jPNuiihVlC8&list=PLIkqtRtuM1ToRbN4xa5Q2864LIK2vS6CN&index=11>
- 5 https://www.youtube.com/watch?v=GT_NNu0JIMA&list=PLIkqtRtuM1ToRbN4xa5Q2864LIK2vS6CN&index=13