

5306 NEW M. COM. (FINAL) BUSINESS ADMINISTRATION

7.1 STRATEGIC MANAGEMENT

Unit – I

Concept of strategy and Strategic Management, Strategic Decision Making, Process of Strategic Management, Mission and Purpose, Business Definition and Objectives. Difference Between Goals and Objectives of Business, Core competencies of Business

Unit – II

Environment Appraisal: Components of environmental analysis, Diagnosis of the environment. Internal Analysis and Diagnosis: Internal Factors to be analyzed, Diagnosis and Analysis of Strengths and Weaknesses.

Unit – III

Strategic Alternatives: Strategic alternatives, Stability strategies, Expansion strategies, Retrenchment strategies, Combination strategies, Knowledge management strategies. Strategies for multinational companies

Unit – IV

Strategic choice: Process of strategic choice, Corporate portfolio analysis, Contingency strategies, Choosing international strategies, Business Plans and Business Ventures

Unit – V

Implementation: Resources allocation, Organisational considerations, Functional plans and Behaviour considerations.

Strategic Alliance: Meaning and Types.

Suggested Readings

1. Ansoff, J.I. Corporate Strategy, McGraw.
2. Chatterjee, S.S.: Principles of Management.
3. Glueck and Jauch: Business Policy and Strategic Management.
4. Kazmi, Azhar: Business Policy.
5. Khan, U.I. Business Policy.
6. Luthans Fred: Organisational Behaviour.