

**M. COM. (FINAL)**  
**BUSINESS ADMINISTRATION**

**Note:** Each paper will be of 100 Marks, and of 3 Hours duration and Min. Pass marks will be as per university norms.

**Compulsory Paper**

**PAPER-2.1: STRATEGIC MANAGEMENT**

**Optional Papers (Any two groups of two papers)**

**Group 'A': Institutional Area**

Paper-2.2: Management of Public Enterprises

Paper-2.3: Management of Small Enterprises

**Group 'B': Marketing Area**

Paper-2.4: Sales & Advertising Management

Paper-2.5: Marketing Research

**Group 'C': Human Area**

Paper-2.6: Labour Legislation in India

Paper-2.7: Labour Welfare & Industrial Relations

**5306**

**PAPER-2.1**

**STRATEGIC MANAGEMENT**

**(Compulsory Paper)**

**Unit – I**

Concept of strategy and Strategic Management, Strategic Decision Making, Process of Strategic Management, Mission and Purpose, Business Definition and Objectives.

**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.

**Unit – IV**

Strategic choice: Process of strategic choice, Corporate portfolio analysis,

Contingency strategies, Choosing international strategies.

**Unit – V**

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

**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.
7. Mc Carthy *et al.* Business Policy & Strategy, Irwin.
8. Newman and Summer: Process Management.
9. William F. Glueck: Business Policy and Strategic Management, Tata McGraw.  
व्यूह रचनात्मक प्रबन्ध.
10. Sharma, B.P., Shrimali, Vijay, Jain, Rajeev: