Course Focusing on Environment and Sustainability

| Sem. | Course Code | STRATEGIC MANAGEMENT | Total Marks: 100 | | Hours Per Week | Credits |
|------|----------------|-------------------------|------------------|--------|----------------------|---------|
| VI | 17UABCT603 | MANAGEMENT | CIA: 25 | ESE:75 | 5 | 4 |

UNIT-I

Strategic Management: Concepts - Difference between strategy and tactics - Three levels of strategy, Strategic Management Process - Benefits, TQM and strategic management process, Social responsibility, Social audit.

UNIT-II

Strategic Formulation: Corporate Mission: Need – Formulation, Objectives- Classification - Guidelines, Goals - Features – Types - Environmental Scanning – Need – Approaches - SWOT analysis – ETOP - Value chain analysis.

UNIT - III

Choice of strategy: BCG matrix - The GE nine cell planning grid - Corporate level generic Strategies - Stability, Expansion, Retrenchment, Combination strategies.

UNIT-IV

Strategic Implementation: Role of top management – Process - Approaches, Resource allocation- Factors - Approaches, Mckinsey's 7's framework, Strategic Positioning - Four routes to competitive advantage.

UNIT-V

Strategic Evaluation: Importance – Criteria - Quantitative and Qualitative factors, Strategic control: Process – Criteria - Types, Essential features of effective evaluation and control systems.

TEXT BOOK:

Francis Cherunillam, Strategic Management, Himalaya Publishing House, 5th Edition, 2014.



REFERENCE BOOKS:

1. P.K.Ghosh, Strategic Planning and Management, Sultan Chand & Sons, Fourth revised and enlarged Edition, 2014.

2. V.S.Rao & Hari Krishna, Strategic Planning - Formulation of corporate strategy Excel Books, 1st Edition, 2003.

| QUESTION PAPER PATTERN | | | | | | |
|--|---|--|--|--|--|--|
| SECTION - A | SECTION - B | SECTION - C | | | | |
| 10 x 1 = 10 Marks | $5 \times 7 = 35 \text{ Marks}$ | $3 \times 10 = 30 \text{ Marks}$ | | | | |
| (Multiple Choice, Four options) Two questions from each unit | (Either or Choice) Two questions from each unit | (Answer any Three Questions) One question from each unit | | | | |

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