

Paper I (5281)

Strategic Management

Unit – I

Concepts of strategy and strategic Management, Strategic Decision Making, Process of Strategic Management, Mission and Purpose of Strategic Management, Mission and purpose, Business Definition and objectives. Impact of Socio-cultural values, Business ethics & Mortality, Social responsibilities of business.

Unit – II

Environment Appraisal: Components of Environmental analysis, Diagnosis of the Environment.

Internal Analysis and Diagnosis: Internal Factors to be analyzed, 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 Internal Strategies.

Unit – V

Implementation: Resource allocation, Organizational Considerations, Functional Plans and Behavioral Considerations.

Books Recommended

- Glueck & Jauch- Business Policy and Strategic Management
- William F. Glueck- Business Policy & Strategic Management Tata McGraw.
- Ansoff- J.I. Corporate Strategy, McGraw
- U.I. Khan- Business Policy
- Azhar Kazmi- Business Policy
- Mc Carthy et.al. - Business Policy & Strategy, Irwin

