

302. INTERNATIONAL BUSINESS POLICY & STRATEGY - I

OBJECTIVE: The objective of the course is to develop holistic perspective among students so that they can view the organization from the top and integrate everything within the organization.

LEVEL OF KNOWLEDGE: Expert knowledge is required by the students to develop skills and the view point of the Top Management.

DETAILED SYLLABUS:

Unit - 1

Strategic analysis.

The role of strategic management.

The strategic management process, vision, mission, goals and objectives.

Generic strategy, alternatives.

Identifying mission and strategy.

The decision environment and the establishment of objective.

The external environment : Identifying opportunities and threats.

Assessing the internal environment : Determining strengths and weaknesses.

Strategic analysis and choice.

Unit - 2

Strategy formulation.

Strategic management at the business level : Managing for competitive advantage.

Strategic Management at the International Level : Managing for global success.

Unit - 3

Strategy implementation.

Translating strategy into action and achieving integration.

Strategy implementation & resource allocation.

Strategy implementation : the role of organization structure.

Strategy implementation and functional policies.

Strategy implementation and the role of leadership.

Unit - 4

Strategic evaluation and control.

The process of evaluation and control.

The criteria of evaluation and control.

Unit : 5

Turnaround management.

Joint venture, merger & acquisition.

Note : Cases can be discussed on individual topics as well as giving a holistic view of Management process.

REFERENCES :

Strategic Management : Certo

Strategic Management : Dess and Miller

Strategic Management : Rue and Holland

Business Policy : Azhar Kazmi

Business Policy and Strategic Management : Glueck & Jauch