

Part B
Programme: Master of Commerce (Semester II) NEP

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
MCOM NEP-22	Strategic Management	60

Course Outcomes

1. Demonstrate decision making ability and dynamism.
2. Will understand major theories, background work, concept and research output in the field of strategies management.
3. Demonstrate proper meaning of the tools and techniques used by executives in executing strategies and will appreciate its integrative and interdisciplinary nature.
4. Demonstrate practical situation for diagnosing and solving organizational issues.
5. Relate theories and device application of it.

Unit	Content	No. of Periods
I	<p>CONCEPT OF STRATEGY</p> <p>1.1 Concept of strategic management, Definition, Goals and Objectives of Strategies, Strategic Management Process,</p> <p>1.2 Models and Phases of Strategic Management Process, McKinsey's 7-S Framework. Evolution of Corporate Policy in India.</p> <p>1.3 Approaches to strategic decision-making, Levels of strategies,</p> <p>1.4 Vision, Mission, Purpose, Goals and Objectives.</p>	12
II	<p>ENVIRONMENTAL ANALYSIS AND DIAGNOSIS.</p> <p>2.1 Concepts of environment and component of environment</p> <p>2.2 Environment scanning and appraisal</p> <p>2.3 Organizational appraisals</p> <p>2.4 Strategic advantage analysis and diagnosis., SWOC analysis.</p>	1
III	<p>STRATEGY FORMULATION</p> <p>3.1 Modernization and diversification, Digitalization Strategies.</p> <p>3.2 Integration, merger, and takeover.</p> <p>3.3 Joint Venture, Strategic Alliance, Turn-Around Management</p> <p>3.4 Disinvestments and Liquidation.</p>	12
IV	<p>FUNCTIONAL STRATEGIES</p> <p>4.1 Strategic Choice, Process of Strategic Choice,</p> <p>4.2 Tools & Techniques of Strategic choice, Factor affecting strategic choice.</p> <p>4.3 Production & Marketing Strategies</p> <p>4.4 Human Resource and Financial Strategies.</p>	12
V	<p>IMPLEMENTATION & EVALUATION OF STRATEGIES</p> <p>5.1 Analysis - Portfolio Analysis and Display Matrices: BCG Matrix and GE Nine-Cell Matrix, PLC Analysis.</p> <p>5.2 Issues in strategy implementation.</p> <p>5.3 Interrelationship between strategy formulation and implementation.</p> <p>5.4 Strategic control-Techniques of strategic evaluation of Control</p>	12

BOOKS RECOMMENDED

- 1) Strategic Management and Business Policy, Azhar Kazmi 2010 9th reprint, 4th Edition, McGraw Hill Companies, New Delhi
- 2) David, Fred; Strategic Management: Concepts and Cases; PHI Learning. Fifteenth edition.
- 3) Cherunilam, Francis, Strategic Management, 7th ed., 2003, Himalaya Publishing House.
- 4) Stewart Clegg, Chris Carter, Martin Kornberger & Jochen Schweitzer: Strategy - Theory and Practice (Sage Publication, South Asia Edition)
- 5) Strategic Management – Concepts and Cases, S. C. Bhattacharya, 1998 edition, Wheeler Publishing, N. Delhi
- 6) Strategic Management, M. Jeyarathnam, 3rd Edition (2008), Himalaya Publishing House, Mumbai
- 7) Wheelen, L. Thomas and Hunger, David J.; Strategic Management and Business Policy, Crafting and Executing Strategy; Pearson Education, Thirteenth edition.
- 8) Business Organisation Management – Mr. Mahesh Choudhari
- 9) Business Organisation & Management – Kaul V.
- 10) Business Organisation & Management – Tulsain P. and Pandey V.