

Strategic Management

1. **Introduction:** Concepts in Strategic Management, Strategic Management as a process – Developing a strategic vision, Mission, Objectives, Policies – Factors that shape a company's strategy – Crafting a strategy.
2. **Environmental Scanning:** Industry and Competitive Analysis – Methods. Evaluating company resources and competitive capabilities – SWOT Analysis – Strategy and Competitive advantage. Strategies and competitive advantages in diversified companies and its evaluation. Strategic Analysis and Choice: Tools and techniques- Porter's Five Force Model, BCG Matrix, GE Model,
3. **Strategic Leadership:** Strategic Leadership and Style – Role of Top-Level Managers – Key Strategic Leadership Actions - Determining strategic Directions – Developing Human Capital and Social Capital – Balanced Scorecard.
4. **Strategy Formulation :** Strategy Framework For Analyzing Competition, Porter's Value Chain Analysis, Competitive Advantage of a Firm, Exit and Entry Barriers - Formulation of strategy at corporate, business and functional levels. Types of Strategies – Tailoring strategy to fit specific industry
5. **Restructuring and Diversification Strategies:** Turnaround Strategy, Management of Strategic Change, strategies for Mergers, Acquisitions, Takeovers and Joint Ventures.- Diversification Strategy - types of diversification strategies, the concept of core competence, strategies and competitive advantage in diversified companies
6. **Strategy Implementation :** Strategy and Structure, Strategy and Leadership, Strategy and culture connection - Operationalising and institutionalizing strategy - Strategies for competing in Globalising markets and internet economy - Organisational Values and Their Impact on Strategy – Resource Allocation – Planning systems for implementation.
7. **Strategy Evaluation and control** – Establishing strategic controls - Measuring performance – appropriate measures- Role of the strategist – using qualitative and quantitative benchmarking to

evaluate performance - strategic information systems – problems in measuring performance –
Strategic surveillance -strategic audit

8. Case study

References

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4. Adrian Haberberg&Alison: Strategic Management, Oxford University Press, New Delhi, 2009
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8. U.C.Mathur: Strategic Management, MacMillan Pulishers, New Delhi, 2009
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10. B.Hiriyappa: Stratagic Management, New Age Internationals, New Delhi, 2008.
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