

Veer Narmad South Gujarat University

Elements of Strategic Management I

T.Y. B.B.A., Semester V

Effective from June 2013

OBJECTIVES: -

- To orient students with those aspects of external and internal environment which are important for organizations in formulating and implementing workable strategies for achieving organizational objectives.
- To acquaint students with the process of developing alternative strategies and methods for successful implementation and evaluation of formulated strategies.

PADAGOGIC TOOLS:- Lectures, Case study, Presentation, Group Discussion, Seminar, Role Play, Practical exercises.

:- C O U R S E C O N T E N T :-

Weight age

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|-----|---|-------|
| (1) | Conceptual Framework for Strategic Management
Concept, Meaning and Definition
(Strategy, Policy, Tactics, Strategic Management, Business, Stakeholders, SBU,)
Strategic Management Process and its implications
Strategic Intent
Organisational Vision, Mission, Goals and Objectives. Their formulation, and role in strategic management. | (30%) |
| (2) | Environmental Analysis
Concept and Role of Environmental Analysis,
Concept, Nature and Impact of Environment ETOP,

Industry and Competition Analysis
Industry Setting, Structure, Attractiveness, Performance and Practices.
Forces shaping competition, Experience curve and its limitations.
Competitor Analysis

Organisational Appraisal
Concept, Role and Process
Approaches for organizational analysis – Value chain approach and Functional approach
Conceptual Understanding of Core competence, Distinctive Competence, and Competitive Advantage, OCP, SAP | (40%) |
| (3) | Grand Strategies
Grand Strategies and their variants. Why and when Corporate pursue Stability, Growth, Retrenchment and Combination Strategy.

Business level Strategies
Generic Business Level strategies (Cost Leadership, Differentiation, and Focus) | (30%) |

Relevant cases for the above topics should be covered in the Class discussion as well as in Examination

Text Book :-

- Business Policy : Strategic Management L.M.Prasad SultanChand & Sons

Reference Books :-

- Business Policy and Strategic Management Azhar Kazmi Tata McGraw Hill Publishing Co
 - Concepts in strategic Mngt and Busi Policy T.Wheelen, D. Hunger Pearson Education
 - Strategic Management, Text and Cases V.S.P.Rao & Krishna Excel Books
 - Strategic Management, Competitiveness and Globalisation Hitt, Ireland, & South -Western
Hoskisson Thomson Learning
 - Business Policy and Strategic Management Francis Cherunilam Himalaya Publishing House
 - Business Policy and Strategic Management Jauch, Gupta, Glueck Frank Bros. & Co.
 - Strategic Management, an integrated approach Hill, Charles W.L. Biztantra
Jones, Gareth. R.
 - Exploring Corporate Strategies-Text and Cases Johnson Scholes Prentice Hall India
 - Strategic Management – Concepts and Cases Thomson Arther, A
Strckland III A.J. Tata McGraw Hill Publishing Co
 - Strategic Management – Text and Cases Dess, Gregory, G. McGraw Hill / Irwin
Lumpkin, G.T.
Taylor, Marilyn, L
 - Strategic Management – Concepts and Cases David, Fred, R. PHI Learning
 - Competitive Advantage- Creating and sustaining superior performance Michael Porter Free Press, NY
 - Related Articles from Journals, Websites and Periodicals.
 - Competitive Strategy Michael Porter Free Press, NY
 - Business Policy and Strategic Mgt P. Subba Rao Himalaya Publishing House
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