

M.Com. Part II
Sub: Strategic Management
[New Course From , June-2007]

Objective :

The Objective of this course is to enhance decision making ability of students in Situations of uncertainty in a dynamic business environment.

Course Inputs:

Unit- I

(A) Concept of Strategy :

Defining strategy, levels at which strategy operates Approaches to strategic decision making, mission and purpose, Objectives and goals, strategic business unit (SBU), functional level strategies.

(B) Environmental Analysis, Internal Analysis And Diagnosis :

Concept of environment and its components environment scanning and appraisal, Industry Analysis, Company analysis, Strategic advantage analysis and diagnosis, SWOT analysis.

Unit – II

Strategy Formulation and Choice of Alternatives:

Strategies, Modernisation, Diversification, integration, merger, take-over and joint strategies, Turnaround, divestment and Liquidation strategies, Process of strategic choice-Industry, competitor and SWOT analysis, Factors affecting strategic choice, Generic competitive strategies, cost leadership, differentiations focus, value chain analysis, bench marking, service blue printing.

Unit – III

(A) Functional Strategies :

Marketing, Production-operations and R&D. Plans and Policies

(B) Functional Strategies :

Personal and financial plans and policies

(C) Strategy Implementation:

Inter-relationship between formulation and implementation, issues in strategy implementation, Resource allocation.

Unit – IV

(A) Strategy And Structure :

Structural considerations, structures for strategies, organisational design and change.

(B) Strategic Evaluation :

Overview of strategic evaluation, strategic control, Techniques of strategic evaluation and control

Structure of question paper**Total Marks :-100
Time :- 3 hours.**

Question Number	Unit	Marks	Note
1(A) or (A)	1(A)	12	} 25
1(B) or (B)	1(B)	13	
2 or 2	2	25	
3(A,B) or (A,B)	3 A,B	15	} 25
3(C) or (C)	3(C)	10	
4(A) or (A)	4(A)	13	} 25
4(B) or (B)	4(B)	12	

References :-

1. Christensen C.Roland, : Business Policy Text and Cases, Richard D.Irwin.Inc Homewood Illinois
2. Coulter Mary K.: Strategic Management in Action, Prentice Hall NewJersey
3. David, Fred R. : Strategic Management, Prentice Hall New Jersey.
4. Kazmi azhar : Business Policy, Tata McGraw Hill, Delhi.
5. Michal E. Porter : thwe competitive strategy, Macmillan, New Delhi.
6. Mintzbery, Henry & James Brian Quinm : The Strategy process, Prentice Hall New Jersey.
7. Thompson, Strickland : Strategic Mgf. Concept & Cases 14th Edition. Tata McGraw Hill NewDelhi.
8. C.K.Prahlad & Gray Hamd : Company for future core competition of a cooperation.
9. S.R.Rao : Strategic Mgf. Concept& Cases By: Excel Publication.
10. D.R.Patel & B.A.Prajapati : Strategic Management, Atul Prakashan