

BBA.LL.B (HONS.) – V-SEMESTER

STRATEGIC MANAGEMENT

COURSE CODE:

Course Objectives: This course is aimed to develop fundamental knowledge of strategic management concepts and techniques. In addition, it provides knowledge to develop formulation, implementation and evaluation skills of strategic process of various organizations by using strategic management techniques, tools, methods studied.

Course Outcomes:

1. Understand the importance of the concept of strategic management and strategic intent in the organization.
2. Appraise the organizational environment to formulate the various strategies for the organization.
3. Differentiate and list various label strategy and choose the best strategy for the organization by executing the effective strategy analysis and choice tool.
4. Judge various strategy implementation issues and formulate the functional and operational strategies, plans and policies for the organization
5. Design and execute appropriate strategic and operational evaluation and control techniques to get effective result in the organization.

UNIT – I: Introduction to Strategic Management: Concept of Strategy; Mintzberg’s 5Ps of Strategy; Strategic Decision Making; Strategic Management Process; Strategic Intent hierarchy; Vision & Mission, Goals and Objectives

UNIT – II: Strategic purpose, environment and resource analysis: External Environmental analysis; industry analysis; competitive analysis: porter’s five forces model; internal analysis; SWOT Analysis; the value chain analysis; core competence and competitive advantage

UNIT – III: Strategy formulation: Strategic Analysis and Choice- Port folio analysis: BCG, GE, Directional Policy and Balanced score card; corporate level strategies, business level strategies, functional level strategies.

UNIT – IV: Strategy Implementation: Concept of strategic implementation, Issues in strategic implementation: Resources allocation, Structural Considerations and Organizational Design; Strategic Leadership and Corporate Culture; corporate social responsibility

UNIT – V: Strategy Evaluation: Importance and Nature of Strategic Evaluation; Strategic and Operational Control; Evaluation Process and techniques for Operational Control and strategic Control.

Text Books:

1. Azar kazmi, Adela kazmi “Strategic Management”, 4th edition, McGraw Higher Ed, 2015.
2. Appa Rao C, Strategic Management and Business Policy 1st edition, Excel publishers, 2008.
3. Thompson & Strickland “Strategic Management”, Concepts and Cases, 12 th edition, Tata McGraw-Hill, 2007.
4. Gregory Dess and G.T. Lumpkin, “Strategic Management” Creating Competitive Advantage, 1st edition, McGraw-Hill International, 2003.

5. Lawrence R Jauch, R. Gupta & William F. Glueck “Strategic Management and Business Policy” 2nd edition, McGraw-Hill, 1989.