

SEMESTER IV

BMS Semester: IV

Paper No: 1

Paper: Strategic Management;

Course Code: 4001

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objective:-

This course will enable the students to understand the emerging concepts of Strategic Management which will help them to analyze and implement the same in various business situations.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Unit test,viva-voce, assignments,internal objective test,industrial visit to have practical exposure.	Review Report / presentation	15
	Total	25

Mod ule	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p>Introduction to business policy Vision & Mission of a company Business policies Important aspect while framing business policy</p> <p>Introduction:</p> <ul style="list-style-type: none"> ● Definition, nature, scope, and importance of strategy; and strategic management ● Process of strategic management. ● Role of strategists. <p>Strategic Analysis:</p> <ul style="list-style-type: none"> ● External Analysis – Overview ● Internal Analysis- Value Chain & Benchmarking. 	15	25
II	2	<p>Strategy Formulation:</p> <ul style="list-style-type: none"> ● Defining strategic intent: Vision, Mission, Business Philosophy, Goals and Objectives. <p>a. Corporate level strategies (concepts)</p> <ol style="list-style-type: none"> 1. Growth (Vertical Integration, Joint Venture, Modernization) 2. Retrenchment (Turnaround, Disinvestment, Liquidation) 3. Stability <p>b. SBU Level Strategies - Concept of Porter's competitive strategy</p> <ul style="list-style-type: none"> ● Process of Strategy Choice (Portfolio Analysis – BCG growth share Matrix and GE nine cell) 	15	25
III	3	<p>Strategy Implementation & Evaluation:</p> <ul style="list-style-type: none"> ● The implementation process. 7s Framework. ● Resource allocation and behavioral issues in strategy implementation ● Designing organizational structure as per strategy. ● Strategy Evaluation & Control. 	15	25
IV	4	<p>Recent Advances in Strategic Management:</p> <ul style="list-style-type: none"> ● Core Competence as the Root of Competitive Advantage ● Case Studies <p>Ethical Practices in Strategic Management</p>	15	25
		Total	60	100

Reference Books:

1. L.M. Prasad, Business Policy: Strategic Management, Sultanchand& Sons, New Delhi, 2005
2. Bhattacharya & Venkataramini, Managing Business Enterprises: Strategies, Structures & Systems, 2004
3. Fred R David, Strategic Management Concepts & Cases, Pearson Prentice Hall, 2009
4. P. SubbaRao, Strategic Management, Himalaya Publishing House, 2009