

SEMESTER 2

S. No	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
1	MBA-201	Strategic Management	Core	4	4	0	0	30	70	100

COURSE OUTCOMES

At the end of the course the student will be able to:	
CO1	Understand various perspectives and concepts in the field of Strategic Management.
CO2	Analyze the competitive situation and strategic dilemma in dealing with dynamic global business environments.
CO3	Develop knowledge in strategy formulation and implementation in organizations
CO4	Articulate the knowledge of strategic evaluation and control.
CO5	Apply strategic management concepts in solving case studies

Detailed Syllabus**UNIT I**

Concept of Strategy: Strategic Decision Making, Strategic Management Process. Difference between Policy, Strategy and Tactics. Strategic Intent, Vision, Mission, Goals. and Objectives. Environmental Scanning: Factors, Approaches, Methods, Environmental Appraisal. Internal Analysis / Organizational Appraisal.

UNIT II

Corporate Level Strategies: Expansion, Stability, Retrenchment, Combination Business Level Strategies; Strategic Analysis and Choice; Corporate Portfolio Analysis- SWOT Analysis, BCG Matrix, GE Nine Cell Matrix

UNIT III

Strategy Implementation: Procedural implementation, Structural implementation, Structure and strategy Organizational Design and Change, Behavioral implementation, Corporate Politics and Power in Strategic Management, Corporate Ethics and Personal Values for Strategic Management.

UNIT IV

Strategic Evaluation and Control: Strategy Review, Strategic Evaluation and Control; Contemporary Issues in Strategic Management: Balanced Scorecard and Blue Ocean Strategy.

UNIT V

Case Study Analysis: Applying Strategic Management through the Case Method on the topic related to Strategic Management for Sustainability, Environmental Scanning and Organizational Scanning, Corporate and Business level Strategies and Contemporary issues in Strategic Management.

Textbooks

S.No	Name of the Books	Name of Author	Publisher Name	Edition (Pub. Yr.)
1.	Strategic Management and Business Policy	Azhar Kazmi	Tata McGraw Hill	4 th (2012)
2.	Strategic Management	Charles WL Hill and Gareth R Jones	Cengage Learning	11 th (2012)

Reference Books

S.No	Name of the Books	Name of Author	Publisher Name	Edition & Pub Yr.
1	Strategic Management	Hill, Ireland, Hoskisson, Manikutty	Cengage Learning	9 th (2016)
2	Strategic Management	Fred R David	PHI Learning	13 th (2008)