

Semester 4

S. No	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	FinalExam	Total
1	BBAMJ - 401	Strategic Management	Major	4	4	0	0	40	60	100

Course Outcomes:

At the end of the course the student will be able to :-

CO1	Describe the fundamental concepts of Strategic Management
CO2	Analyse the external factors affecting businesses
CO3	Comprehend the internal capabilities of businesses
CO4	Assess the various types of strategies
CO5	Evaluate the process of strategic evaluation

Detailed Syllabus**Section A**

Unit I: Introduction to Strategic Management: Strategic Management: Meaning, evolution, and model of strategic management process. Schools of thought on strategy formation; Strategic decision making: concept and issues.

(09 Hrs)

Unit II: External Analysis: Nature of external audit, Key external factors affecting businesses, SWOT analysis, The Industrial-Organizational View, Competitive Analysis: Porter's Five Forces Model, External Factor Evaluation Matrix. Competitive profile matrix

(10 Hrs)

Unit III: The Internal Assessment: Nature of internal analysis, Key internal forces, Internal Factor Evaluation Matrix, VRIO, Value Chain Analysis, Resource Based Review, Quantitative Analysis, Qualitative Analysis, Benchmarking, Industry Norms, and Key Factor Rating.

(10 Hrs)**Section B**

Unit IV: Strategies in Action: Long-term objectives: nature of long-term objectives, financial vs strategic objectives. Types of strategies: integration, diversification and defensive strategies with case study. Porter's generic business strategies.

(10 Hrs)

Unit V: Strategic Evaluation: Strategic Evaluation: Nature and process. Rumelt's criteria for evaluating strategies. Characteristics of an effective evaluation system. Balanced scorecard for evaluating strategies, Role of auditing in strategic evaluation, Twenty first century issues in strategic management.

(09 Hrs)**Textbooks:**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Strategic Management: Concept and Cases	Fred R David	Prentice Hall	14 th (2013)
2.	Strategic Management	Azhar Kazmi, Adela Kazmi	McGraw Hill Education	4 th (2015)

Reference Books:

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability	Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman, Charles E. Bamford, Purva Kansal	Pearson Publication	15 th (2015)