



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Course Handout

COURSE HANDOUT

STRATEGIC MANAGEMENT (BBAMJ - 401)

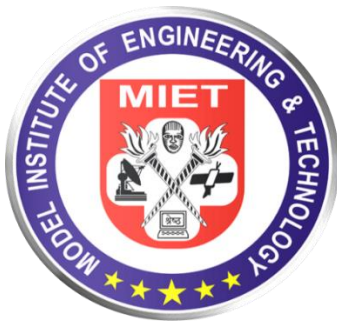
BBA - 4TH SEMESTER

ACADEMIC YEAR (2023-24)

Ms Diksha Mahajan

Assistant Professor

UG – SOM BBA



School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

www.mietjmu.in



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



Please Do Not Print Unless Necessary



Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
BBAMJ - 401	Strategic Management	Core	5	5	0	0	20	80	100

COURSE OUTCOMES

At the end of the course the student will be able to:	
CO1	Describe the fundamentals of Strategic Management
CO2	Interpret external factors affecting businesses
CO3	Analyze the internal capabilities of businesses
CO4	Evaluate various types of strategies
CO5	Implement course learnings to case analysis

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 Hours)

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 Hours)

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 Hours)

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 Hours)

Unit-V

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 Hours)

Textbooks

S.No	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1	Strategic Management	Azhar Kazmi, Adela Kazmi	McGraw Hill Education	4 th (2015)
2.	Strategic Management: Concepts and Cases	A. Thompson Jr. and A. J. Strickland	McGraw Hill	12 th (2000)

Reference Books

S.No	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
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1	Concepts in Strategic Management and Business Policy	Thomas L. Wheelen et al.	Pearson Publication	15th (2015)
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COURSE PLAN		
Unit-I Introduction to Strategic Management		
S.No	Topics	Recommended Books
1	Strategic Management: Meaning & evolution	Book 1, Ch.1
2	Model of strategic management process.	Book 1, Ch.1
3	Schools of thought on strategy formation	Book 1, Ch.1
4	Strategic decision-making concept and issues.	Book 1, Ch.1
Unit-II External Analysis		
5	Nature of external audit	Book 1, Ch.3
6	Key external factors affecting businesses	Book 1, Ch.3
7	SWOT analysis	Book 1, Ch.3
8	The Industrial-Organizational View	Book 1, Ch.3
9	Competitive Analysis: Porter's Five Forces Model,	Book 1, Ch.3
10	External Factor Evaluation Matrix	Book 1, Ch.3
11	Competitive profile matrix.	Book 1, Ch.3
Unit-III The Internal Assessment		
16	Nature of internal analysis, Key internal forces	Book 1, Ch.4
17	Internal Factor Evaluation Matrix,	Book 1, Ch.4
18	VRIO	Book 1, Ch.4
19	Value Chain Analysis, Resource Based Review, Quantitative Analysis, Qualitative Analysis	Book 1, Ch.4
20	Benchmarking	Book 1, Ch.4
21	Industry Norms, and Key Factor Rating	Book 1, Ch.4
Unit-IV Strategies in Action		
22	Long-term objectives: nature of long-term objectives, financial vs strategic objectives	Book 1, Ch.5
23	Types of strategies: integration, diversification and defensive strategies with case study	Book 1, Ch.5
24	Porter's generic business strategies	Book 1, Ch.6
Unit-V Strategic Evaluation		
29	Strategic Evaluation: Nature and process.	Book 1, Ch.14
30	Rumelt's criteria for evaluating strategies.	https://www.scribd.com/document/83056088/Strategy-Evaluation
31	Characteristics of an effective evaluation system.	Book 1, Ch.14
32	Balanced scorecard for evaluating strategies	Book 1, Ch.14
33	Role of auditing in strategic evaluation	Book 1, Ch.14
34	Twenty first century issues in strategic management.	Book 1, Ch.14



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ADDITIONAL WEB RESOURCES

1.	NPTEL: Strategic Management; By P D Jose, Rejie George, Prof. Sai Yayavaram, Indian Institute of Management Bangalore (IIMB) https://onlinecourses.swayam2.ac.in/imb24_mg17/preview
2.	Infyspringboard: Strategic management.

GRADING AND ASSESSMENT

- **Sessional Test:** 20 marks
- **Assignment:** 10 marks
- **Attendance:** 10 marks
- **Final Examination:** 60 marks

COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**
Tuesday 2:30 – 3:30 PM
Friday 2:30 – 3:30 PM
- **Contact Information**
diksha.mba@mietjammu.in