

Second Year

Course Name: Business Policy and Strategic Management

Course Code-MS 201

Course Credits: 6

Course Objective: The objective of the course is to provide the students the conceptual understanding of strategy, its formulation and implementation as an important aspect of modern business organization.

Block I Introduction to Business Policy and Strategic Management

Unit I Introduction to Business Policy

Unit II Understanding Strategy and Strategic Management

Unit III Strategic Intent

Unit IV Strategic Planning and Strategic Management

Block II Strategy Formulation

Unit V Environment Appraisal

Concept & Environmental Sector; PEST Analysis

Unit VI Organisational Appraisal

Unit VII Industry, Competitive & Internal Analysis

Unit VIII Corporate Level Strategies-I

Concentration, Integration, Diversification and Internalisation and Cooperation

Unit IX Corporate Level Strategies-II

Stability, Retrenchment and Restructuring

Unit X Business Level Strategies

Block III- Strategy Choice and Implementation

Unit XI Strategic Analysis:Corporate, Business and Industry

Unit XII Strategic Choice

Subjective Factors in Strategic Choice and Process of Strategic Choice

Unit XIII Strategy Implementation

Unit XIV Structural Implementation

Unit XV Behavioral Implementation

Unit XVI Functional and Operational Implementation

Block IV Strategic Evaluation and Control

Unit XVII Strategic Evaluation

Unit XVIII Strategic Control

Unit XIX Strategy and Technology Management

Unit XX Blue Ocean Strategy

Unit XXI New Approaches in Strategic Management

Suggested Readings:

1. Charles W.L.Hill & Gareth R.Jones – ‘Strategic Management Theory, An Integrated approach’ – Houghton Mifflin Company, Princeton New Jersey, All India Publisher and Distributors, Chennai, 1998.
2. Thomas L. Wheelen, J.David Hunger – ‘Strategic Management’ Addison Wesley Longman Singapore Pvt., Ltd., 6th Edition, 2000.
3. Arnoldo C.Hax, Nicholas S. Majluf – ‘The Strategy Concept and Process’ – A Pragmatic Approach – Pearson Education Publishing Company, Second Edition, 2005.
4. Azhar Kazmi – ‘Business Policy & Strategic Management’ Tata McGraw Hill Publishing Company Ltd., New Delhi – Second Edition, 1998.
5. Harvard Business Review – ‘Business Policy’ – part I & II Harvard Business School.
6. Saloner, Shepard, Podolny – ‘Strategic Management’ – John Wiley 2001.
7. Lawrence G. Hrebiniak, ‘Making strategy work’, Person publishing company, 2005.
8. Gupta, Gollakota & Srinivasan – ‘Business Policy and Strategic Management – Concepts and Application’ Prentice Hall of India, 2005.