

## **MBG5302 Strategic Management**

Course Code	MBG5301	Semester	III
Course Title	STRATEGIC MANAGEMENT		
Credits	3	Type	Core

**This course focuses on long-term decisions, Top Level Managerial activities and overall analysis of the organization. It is an employability-based course.**

### **Course Description**

The course enables the students in basic concepts of strategic management, Mission and business definition, Strategy formulation, Strategy Choice and Strategy review, evaluation and control.

### **Course Outcome**

By completing this course, students will obtain the following course/ learning outcome:

1. Knowledge Gained:
  - (i) Understand the basic concept of the Organisation structure
  - (ii) The process of setting up goals in an organization
  - (iii) Understand the meaning and importance of SWOT analysis
2. Skill Gained:
  - (i) Analyze the long term decisions of an organization
  - (ii) Conducting a SWOT and PESTEL analysis.
3. Competency Gained
  - (i) Examine the Business Environment
  - (ii) Strategy implementation and its implications

### **Course Structure**

The following is a detailed syllabus:

#### **Module I :**

Introduction to Strategic Management: Vision, Mission, Objectives, Goals and strategies. Levels of strategy: Corporate level- business level- Operational level. Essentials of a good strategy. Strategic management process- role, functions and skills of board and top management in strategic management. Exploring strategic Model- Strategic Position- Strategic choice and Strategic Action.

#### **Module II :**

Choice of Strategic alternative – Environment Analysis, PESTLE framework. Industry Analysis using Michael Porter’s Five forces model and , General environment scanning.

**Module III :**

Company level analysis: SWOT Analysis; tools and techniques for Strategic Analysis; Value chain analysis; Experience curve; Critical Success Factor Analysis; Core competence; Portfolio analysis; BCG Matrix, GEC Model; 7S Framework; stakeholders’ expectations analysis; competitive analysis; Scenario planning and TOWS matrix.

**Module IV :**

Strategy Implementation-project implementation - procedural implementation - behavioral implementation; managing resistance to change.

**Module V :**

Strategy Evaluation and Control – tools and techniques of evaluation - control techniques and process - 7S Model; DuPont Control model, etc. Michael Porter’s approach to strategic management.

**Testing & Evaluation (if any)**

- Assignments
- Case analysis/ Problems
- Seminar/Project
- Discussions/ Group activity
- Internal Assessment

**References**

- Francis Cherunilam (2010), Business Policy and Strategic management, Himalaya
- William Glueck (1988) : Business policy – Strategy formulation and management action, Mc Graw Hill
- Donal F Harvey (1988) : Business policy and Strategic Management, Merrill
- Azar Kazmi (1992), Business Policy, Tata Mc Graw Hill.
- Philip Sadler( 1993), Strategic Management, Kogan Page
- [https://ugcmoocs.inflibnet.ac.in/ugcmoocs/moocs\\_courses.php](https://ugcmoocs.inflibnet.ac.in/ugcmoocs/moocs_courses.php)
- <https://nptel.ac.in/courses/110/108/110108047/>
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- <https://www.slideshare.net/ayushijain107/strategic-management-ppt-58012275>
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