

Programme	: M. Com	
Course Code	: COO 322	Title of the Course: Strategic Management.
Number of Credits	: 4	
Effective from AY	: 2018-19	

Prerequisites:	Students have studied B. Com and basic understanding of Strategic Management.
Need, Description, and Objectives	<p>Present competitive business world, that too in a globalised scenario, requires the understanding of the basic concept of positioning in such way that more value is added, created or generated towards you than any other competitors in the industry. The course on strategic management equip students with the understanding of what is strategy, types of strategies available, and also how to position from a lower level to a higherlevel.</p> <p>The course begins with giving an introduction to strategic positioning followed with carrying out gap analysis which allows the students in understanding the importance of gathering information, processing the information to have power so proactive decisions can be taken for maximising the value strategically. Students will also learn about strategic management process, viz., how to formulate, implement and control.</p> <p>Course will help the students to understand the significance of positioning of the firm from a lower level to a higher level wherein more value is added, created, and generated towards the firm by thoroughly understanding complex environmental factors which provides the answer to (i) Where we are, (ii) Where we want to go, (iii) What factors are influencing and (iii) How we can reach the goal. This exercise will help them to mould their future by understanding the reality that whatever they learned in Strategic Management is equally applicable in their personal life and goals also. This will make them to become a good citizen wherein they always tried to be a person with strong backbone by thoroughly following the rules and regulations applicable rather than violating them and becoming like a boneless chicken where they will always be saying YES when they want to say NO. This course also allows them to be more of pro-active rather than reactive.</p>

Content:	<p>UNIT 1: Introduction to Strategy and Strategic Management Business and its nature - Art of Positioning – Approaches – Types of Strategies [Indented / Deliberate / Realised / Unrealised / Emergent] – Business Life Cycle - Gap Analysis [FA & EA] / Organisaitonal Direction [Strategic Intent].</p> <p>UNIT 2: Strategy Formulation Integration of Inputs from FA & EA [CQA / SWOT / E-TOP / PESTEL] – Levels of Strategy formulation – Organisational Level [General Strategic Options & Portfolio Analysis and Display Matrices] – Business Level [5 Force Analysis] – Functional Level – Individual Level.</p> <p>UNIT 3: Strategy Implementation Issues [Success / Roulette / Trouble / Failure] – 4 Stages of Strategy Implementation [Analyse Change / Analyse Structure / Analyse Culture / Select Approach / Implement].</p> <p>UNIT 4: Strategy Evaluation and Control Role of Information – Types of Information Systems [MIS & MDSS – Big Data and Data Analytics] – 4 Stages of Strategic Evaluation & control</p>	<p>12hours57</p> <p>12hours</p> <p>12hours</p> <p>12hours</p>
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	[Bench Mark / Actual / Variance / Corrective Action] – Techniques of Evaluation [Gap / SWOT / PESTEL] – Types of Control [Premise / Implementation / Surveillance / SpecialAlert].	
Pedagogy:	The following methods and forms of study are used in the course: <ul style="list-style-type: none"> • Lectures. • Casestudies. • Self-Study (literature) and fact based assignments to better understand the intricacies of strategic management in the present globalised businessworld. 	
Reference / Readings:	<ol style="list-style-type: none"> 1. Aswathappa K. Business Environment for Strategic Management, Text and Cases McGraw Hill Education,2016 2. Azhar Kazmi, Strategic management and business policy,3rdEdition,2016 3. Samuel C. Certo and J Paul Peter, Strategic Management, Mc. Graw Hill USA,1991 4. Peter F. Drucker, Management: Tasks, Responsibilities, Harper Collins Publishers1st edition,1986 	
Learning Outcomes:	<p>Students will be able to perform:</p> <ol style="list-style-type: none"> 1. Various strategic management analysis tools for understanding the present status, viz., FA, EA, SWOT, E-TOP, PEST, PESTEL, CQA,etc. 2. Carryout BCG and GE displaymatrices. 3. Effectively implement formulated strategy and take corrective actions during evaluationstage. 	

