

Semester II  
Name of the Programme : MBA (Financial Services)  
Course Code : MGF-505  
Course Title : Strategic Management  
Number of Credits : 3  
Effective from AY : 2022-23

<b>Pre-requisites for the Course:</b>	NIL
<b>Course Objectives:</b>	To equip students with skills to analyse the business environment, identify, and implement business strategies most suitable to a given business scenario.
<b>Content:</b>	<div> <div> <b>Unit 1</b>  <b>: Introduction</b>  <i>Nature of Strategic Management:</i> Dimensions, benefits and risks, the strategic management process. <i>Establishment of Strategic Intent:</i> Business vision and mission, importance, characteristics and Components,evaluating mission statement, concept of goals and objectives. </div> <div>10 Hours</div> </div> <div> <div> <b>Unit 2</b>  <b>Environmental Appraisal</b>  <i>External Analysis:</i> External assessment, concept of environment, Porter’s five force analysis, PESTELanalysis, industry and competitive analysis, environmental scanning  <i>Internal Analysis:</i> Sustainable competitive advantage and profitability, SWOT analysis, strategy and culture,value chain analysis, organizational capability factors, Benchmarking. </div> <div>10 Hours</div> </div> <div> <div> <b>Unit 3</b>  <b>Competitive Strategies</b>  <i>Corporate-Level Strategies:</i> Concentration, integration, diversification, expansion strategies, retrenchmentand combination strategies, internationalization, cooperation and restructuring  <i>Business Level Strategies:</i> Industry structure, positioning of firm, generic strategies, business tactics,Internationalization.  <i>Strategy Analysis and Choice:</i> Process for strategic choice, strategic analysis, industry analysis, corporateportfolio analysis, contingency strategies. </div> <div>15 Hours</div> </div> <div> <div> <b>Unit 4</b>  <b>Strategy Implementation</b>  <i>Structural Implementation:</i> Types of organizational structures, organizational design and change, structuresfor strategies.  <i>Behavioural Implementation:</i> stakeholders and strategy, strategic leadership, corporate cultureand strategic management, personal values and ethics, social responsibility and strategic management.  <i>Functional and Operational Implementation</i> </div> <div>10 Hours</div> </div>

	<p>3. Miller, A., Gregory G., (1995). <i>Strategic Management</i>. The McGraw-Hill Company, New York.</p> <p>4. Kazmi, A. and Kazmi A. (2020). <i>Strategic Management</i>. McGraw Hill.</p> <p>5. Wheelan, T. and Hunger, J. <i>Strategic Management and Business Policy: Globalization, Innovation and Sustainability</i>. Pearson.</p> <p>6. Hitt., M. (2017). <i>Strategic Management: Competitiveness and Globalization: Concepts and Cases</i>. Cengage India Pvt. Ltd.</p> <p><b>Reference</b> <span style="float: right;"><b>websites:</b></span>  <a href="https://ebooks.lpude.in/commerce/mcom/term_4/DCOM506_DMGT502_STRATEGIC_MANAGEMENT.pdf">https://ebooks.lpude.in/commerce/mcom/term_4/DCOM506_DMGT502_STRATEGIC_MANAGEMENT.pdf</a></p>
<b>Course Outcomes:</b>	<p>Upon completion of this course, students will be able to:</p> <p><b>CO1.</b> Integrate and apply knowledge to engage in strategic planning of businesses</p> <p><b>CO2.</b> Perform environmental appraisal for a business organization.</p> <p><b>CO3.</b> Identify suitable competitive strategies for business organization.</p> <p><b>CO4.</b> Formulate and implement appropriate strategies from a holistic and multi-functional perspective.</p>