# 20SH41E3 - STRATEGIC MANAGEMENT

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| Course Category: | HSMC Elective | Credits: | 3 |
| Course Type: | Theory | Lecture-Tutorial-Practical: | 3-0-0 |
| Prerequisite: | Nil | Sessional Evaluation:  Univ. Exam Evaluation:  Total Marks: | 40  60  100 |
| Objectives: | * To expose students to various perspectives and concepts in the field of Strategic Management * The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations. * To help students develop skills for applying these concepts to the solution of business problems * To help students master the analytical tools of strategic management | | |

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| Course Outcomes | Upon successful completion of the course, the students will be able to: | |
| CO1 | Students will be able to describe major theories, background work, concepts and research output in the field of strategic management. |
| CO2 | Students will able to prepare the mission statement for the operational efficiency |
| CO3 | Students will be able to analyse the environment through SWOT Analysis |
| CO4 | Able to understand organizational change |
| CO5 | Students will be able to demonstrate capability of making their own decisions in dynamic business landscape. |
| CO6 | Students will be able to develop their capacity to think and execute strategically. |
| Course Content | UNIT-I  **Strategic Management:** An Introduction Strategic Thinking Vs Strategic Management Vs Strategic planning, meaning of strategic management, concept of strategy, policy and strategy, strategy and tactic, Strategy and strategic plan, Nature of strategic plan, nature of strategic decisions, approaches to strategic decision making, levels of strategies, The strategic management process, strategic management: merits and demerits  UNIT-II  **Mission, Objectives, Goals and Ethics** What is mission, concept of goals, Integration of individual and organisation goals: A Challenge, How Objectives are pursued, how are mission and objectives are formulated, why do mission and objective change, vision mission, objectives, goals and Strategy: Mutual relationships, core of strategic management: vision A-must, ethics and strategy  UNIT-III  **External environment:** Analysis and appraisal Concept of environment, environmental analysis and appraisal, why environmental scanning and analysis, component of environment, SWOT: A tool of environment analysis, techniques of environmental search and analysis, ETOP: A technique of diagnosis, decision making on environmental information.  UNIT-IV  **Organisational change and innovation:** Planned and unplanned change, causes or forces of organisational change, managing planned change, choosing a change strategy, creativity and innovation in organisations, organizational creativity and innovation process, learning organisation  UNIT-V  **Generic competitive strategy:** Generic vs. competitive strategy, the five generic competitive strategy, competitive marketing strategy option, offensive vs. defensive strategy,  **Corporate strategy:** Concept of corporate strategy, offensive strategy, defensive strategy, scope and significance of corporate strategy  UNIT-VI  **Strategic evaluation and control:** Evaluation of strategy and strategic control, why strategy evaluating, criteria for evaluation and the evaluation process, strategic control process, types of external controls. | |
| Text Books &  Reference  Books | **TEXT BOOKS:**   1. Strategic management: the Indian context 5th edition, kindle edition R srinivasan 2. Strategic management: Indian and Global Context supriya singh   **REFERENCE BOOKS:**   1. Dess, G. G., Lumpkin, G. T., Eisner, A. B., McNamara, G. 2013. Strategic Management: Creating Competitive Advantages, 7th Edition, McGraw-Hill International Edition, McGraw-Hill/Irwin. | |