**20SH41E3-STRATEGIC MANAGEMENT**

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| **Course Category:** | Humanities | **Credits:** | 3 |
| **Course Type:** | Theory | **Lecture-Tutorial-Practical:** | 3-0-0 |
| **Pre-requisite:** | NIL | **Sessional Evaluation:**  **External Exam Evaluation:**  **Total Marks:** | 40  60  100 |

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| **Course Objectives** | Students undergoing this course are expected to   * Expose to various perspectives and concepts in the field of Strategic Management * Learn the principles of strategy formulation, implementation and control in organizations. * Develop skills for applying these concepts to the solution of business problems * Master the analytical tools of strategic management | |
| **Course Outcomes** | Upon successful completion of the course the students will be able to | |
| CO1 | Describe major theories, background work, concepts and research output in the field of strategic management. |
| CO2 | Prepare the mission statement for the operational efficiency |
| CO3 | Analyse the environment through SWOT Analysis |
| CO4 | Understand organizational change |
| CO5 | Demonstrate capability of making their own decisions in dynamic business landscape. |
| CO6 | 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 f 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 editionR srinivasan  2. Strategic management : Indian and Global Contextsupriyasingh  **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. | |