

Minor: Strategic Management

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Credit Distribution of The Course			Eligibility Criteria	Prerequisite(s) of the Course (if any)
	Lecture	Tutorial	Practical / Practice		
Strategic Management	4	0	0	10 + 2 from a recognized board in any stream	Nil

LEARNING OBJECTIVES (LO)

LO-1	To equip students with Understanding of the fundamental concepts, process, and levels of strategic management in business organizations.
LO-2	To analyze internal and external business environments using strategic tools and models.
LO-3	To develop the ability to formulate and evaluate business strategies for competitive advantage.

Course OUTCOMES (CO)

At the end of the course, a student will be able to –

CO-1	Apply strategic management frameworks (SWOT, PESTLE, Porter's Five Forces, and Value Chain) to real business situations.
CO-2	Formulate suitable corporate, business, and functional strategies based on environmental analysis.
CO-3	Apply operating costing in transport and hospital services.
CO-4	Evaluate strategic decisions and recommend improvements for sustainable organizational performance.

Syllabus of [COMN771C]

Unit 1: Introduction to Strategic Management [15 Hours]

History and Evolution of Strategic Management - Meaning, Nature and Importance of Strategy - Mintzberg's 5Ps of Strategy - Strategic Intent: Vision, Mission, Goals and Objectives - Strategic Management Process - Strategic Fit, Stretch and Leverage - Levels of Strategy: Corporate, Business, Functional and Network.

Unit 2: Strategy Formulation [15 Hours]

External Environment Analysis: Macro Environment: PESTLE Framework - Industry Analysis: Porter's Five Forces Model

Internal Environment Analysis: Value Chain Analysis, Core Competencies, VRIO Framework, Benchmarking, SWOT Analysis

Corporate-Level Strategies: Growth, Stability, Retrenchment, Diversification

Business-Level Strategies: Cost Leadership, Differentiation, Focus, Hybrid, Blue Ocean

Strategic Analysis and Choice: BCG Matrix, GE (McKinsey) Matrix, Ansoff Matrix.

Unit 3: Strategic Implementation [15 Hours]

Activating Strategies: Strategy–Structure Relationship, McKinsey 7S Framework

Structural Implementation: Organisational Structure, Strategic Business Units (SBUs), Corporate Restructuring

Behavioural Implementation: Corporate Culture, Power and Politics, Managing Resistance to Change

Functional and Operational Implementation: Marketing Strategy, Financial Strategy, HR Strategy, Production/Operations Strategy

Unit 4: Strategy Evaluation [15 Hours]

Importance of Evaluation, Strategic Control Process, Types of Strategic Control: Premise Control, Implementation Control, Strategic Surveillance, Special Alert Control; Key Performance Indicators (KPIs), Balanced Scorecard, Operational Control, Reasons for failure of Strategies, Corrective Actions and Strategic Renewal.

Text Book

Azhar Kazmi, “Strategic Management and Business Policy”; Mc-Graw-Hill Companies, Third Edition

Reference books

- Fred R. David; “Strategic Management; Concept and Cases;” Pearson Education