

STRATEGIC MANAGEMENT OR PROJECT REPORT AND VIVA - VOCE



Brand: Mehta Solutions

Product Code: BU028

Weight: 0.00kg

Price: Rs500

Short Description

**BANGALORE UNIVERSITY STRATEGIC MANAGEMENT OR PROJECT
REPORT AND VIVA - VOCE**

Description

**STRATEGIC MANAGEMENT OR PROJECT REPORT AND VIVA - VOCE
SOLVED PAPERS AND GUESS**

**Product Details: BANGALORE UNIVERSITY STRATEGIC MANAGEMENT OR
PROJECT REPORT AND VIVA - VOCE**

Format: BOOK

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other BANGALORE UNIVERSITY book solutions now mehta solutions brings top solutions for **BANGALORE UNIVERSITY STRATEGIC MANAGEMENT OR PROJECT REPORT AND VIVA - VOCE**

REPORT book contains previous year solved papers plus faculty important questions and answers specially for BANGALORE UNIVERSITY .questions and answers are specially design specially for **BANGALORE UNIVERSITY** students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- **Case studies solved**
- **New addition fully solved**
- **last 5 years solved papers with current year plus guess**

PH: 07011511310 , 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

6.4 STRATEGIC MANAGEMENT OR PROJECT REPORT AND VIVA - VOCE OBJECTIVE:

The Objective of this subject is to expose the students to the various strategic issues such as strategic

planning, implementation and evaluation etc. and preparation of project reports.

Unit 1: INTRODUCTION TO STRATEGIC MANAGEMENT

Introduction - Meaning and Definition – Need – Process of Strategic Management – Strategic Decision

Making – Business Ethics – Strategic Management.

Unit 2: ENVIRONMENTAL APPRAISAL

The concept of Environment – The Company and its Environment – Scanning the Environment,

Technological, Social, Cultural, Demographic, Political, Legal and Other Environments Forces. SWOT

Analysis – Competitive Advantage – Value Chain Analysis.

Unit 3: STRATEGIC PLANNING

Strategic Planning Process – Strategic Plans during recession, recovery, boom and depression – Stability

Strategy – Expansion Strategy – Merger Strategy – Retrenchment Strategy – Restructure Strategy – Levels

of Strategy – Corporate Level Strategy – Business Level Strategy and Functional Level Strategy –

Competitive Analysis – Porter's Five Forces Model.

Unit 4: IMPLEMENTATION OF STRATEGY

Aspects of Strategy Implementation – Project Manipulation – Procedural Implementation – Structural

Implementation – Structural Considerations –Organizational Design and Change – Organizational

Systems. Behavioral Implementation – Leadership Implementation – Corporate Culture – Corporate

Policies and Use of Power. Functional and Operational Implementation – Functional Strategies –

Functional Plans and Policies. Financial – Marketing – OPERATIONAL and Personnel dimensions of

Functional Plan and Policies – Integration of Functional Plans and Policies.

Unit 5: STRATEGY EVALUATION

Strategy Evaluation and Control - Operational Control - Overview of Management Control – Focus on Key

Result Areas.

Details

1. Books by courier

2. Delivery in 5-7 days

3. Courier india only

4. Rating of product : largest selling