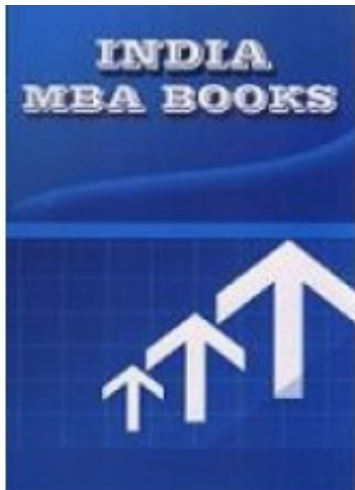


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Strategy Formulation Generic strategies - Grand strategies - Strategies of leading Indian companies - The role of diversification - limits - means and forms. Strategic management for small organisations, nonprofit organisations and large multi product and multiple market organisations.

Unit IV

Tools of Strategy : Planning and evaluation : Competitive cost dynamics - experience curve - BCG approach - cash flow implication - I-A-BS matrix - A.D.Little's Life-cycle approach to strategic planning - Business portfolio balancing - Assessment of economic contribution of strategy - Strategic funds programming.

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