

BBA-304 STRATEGIC MANAGEMENT



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STRATEGIC MANAGEMENT

Objective : To make student aware of measurement of performance in various business and effect of strategies

Module I : Strategic Management : Concept, meaning, need, Role of SM in Business

and nonBusiness organizations. Organizational mission, vision, objectives, goals & Ethics.

Module II : Broad Environment : Social, Ethical, Economic, Technological, Legal/ Political, Global Environment.

Module III : Organization- Managers, Owners, Employees & Human Resource Management, and Internal Resources, core competence & Competitive Advantage.

Module IV : Value of developing strategies : Marketing, finance, production and HRM.

Module V : Choice of Strategy : Concept of choice of Strategy, Choice process. Evaluation of Strategic alternatives.

Module VI : Strategic Control : Meaning of Strategic control, Corporate Restructuring, Case Analysis

Module VII : Environmental Analysis and Diagnosis : Concept and Issues – Environmental factors – Synthesis of External Factors – Industry Analysis; Porter’s Five-Forces Model.

Module VIII : Internal Analysis and Diagnosis : Analysis of Internal Resources and Capabilities – Synthesis of Internal Factors – Core competence – Value – Chain Analysis – SWOT analysis.

Module IX : Strategic Options : Alternative Grand Strategies;

Module X : Stability : Growth, Retrenchment and Combinations – Mergers, Acquisitions and Joint

Module XI : Ventures : Porter’s Concept of Generic Strategies and Competitive advantage.

Module XII : Choice of Strategy : Process of Strategic choice – Portfolio Analysis – Role of Board of Directors; Corporate Governance.

Module XIII : mportant Issues : Interrelationship between Formulation and Implementation – Important Issues in Strategy Implementation;

Module XIV : Resource Allocation : Leadership Implementation – Structural considerations.

Module XV : Functional Strategies : Marketing, Human Resources, Production / Operations and R & D Finance / Accounting and other issues

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