

Common Subject (UA) STRATEGIC MANAGEMENT
Sem III

I> Course Content:

Semester	III-Core
Subject	Strategic Management
Course Code	MMSC302 (RGCMS)
Credits	4
Duration	40 hrs

Learning Objective:

1.	To appreciate the role of strategic thinking in changing business environment
2.	To understand the process of Strategy Formulation, Implementation & Evaluation
3.	Focus on application & decision making

Module

Sr. No.	Content	Activity	Course Outcome
1.	Introduction to Strategic Management and schools of Strategic formulation and implementation & evaluation	Lecture and Case discussion	MMSC302.1
2.	Globalization, addressing a VUCA environment with a bottoms-up approach (Volatile, Uncertain, Complex and Ambiguous time)	Lecture and Case discussion	MMSC302.1
3.	PESTEL & SWOT as tools for strategic formulation	Lecture and Case discussion	MMSC302.2
4.	BCG matrix/GE matrix, &S McKinsey models as tools for strategic formulation	Lecture and Case discussion	MMSC302.2
5.	Ansoff matrix, Grand strategy as tools for strategic formulation	Lecture and Case discussion	MMSC302.2
6.	Porter's Generic strategies and Value chain	Lecture and Case discussion	MMSC302.3
7.	Internal Competences & Resources Core, Distinctive, Strategic & Threshold Competence, Competence Vs Capability, Resource Analysis, Value Chain Analysis, Strategic Outsourcing, Core Competence and synergy, Distinctive competencies, VRIO analysis	Lecture and Case discussion	MMSC302.3

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8.	Red-Blue-Purple Ocean Strategy	Lecture and Case discussion	MMSC302.4
9.	Competing in Global Markets: Differences in Culture, Demographic and markets, Multi Country and Global competition concepts, Strategy options, Competing in Emerging Markets	Lecture and Case discussion	MMSC302.5
10.	Mergers and Acquisitions, Strategic alliance & Joint Ventures, Vertical Integration, Offensive, Defensive Strategies	Lecture and Case discussion	MMSC302.5
11.	Strategy Evaluation and Control, Types of Control, Evaluation & Control Criteria Pre & Post Implementation	Lecture and Case discussion	MMSC302.6
12.	Change management and Turn around strategies	Lecture and Case discussion	MMSC302.7
13.	Change management and Turn around strategies		

II> Course Outcomes

<u>Course Code</u>	<u>Course Outcomes</u> Students will be able to:	<u>Cognition</u>
MMSC302.1	CO1: Apply basic terminologies, process of strategic management and importance of strategic management in changing global arena	Apply
MMSC302.2	CO2: Apply strategic formulation tools which enables them to understand the business environment	Apply
MMSC302.3	CO3: Analyze industry, sustainable competitive advantage and core competences	Analyze
MMSC302.4	CO4: Analyze strategic gaps in the market and filling them with unique advantage	Analyze
MMSC302.5	CO5: Evaluate organizational growth options, strategizing and implementing them in the global markets	Evaluate
MMSC302.6	CO6: Apply the evaluation and control process for effective implementation of strategy	Apply
MMSC302.7	CO7: Apply multi directional, innovative ways of business growth, aligning organizational forces to achieve desired objectives	Apply

Text books

1.	Pierce & Robinson, "Strategic management; Formulation, Implementation & Control," 9 th Edition, Tat McGraw- Hill, N Delhi.
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2.	David Fred R," Strategic Management: Concept & Cases," 10 th Edition, Pearson-Prentice Hall, N. Delhi.
3.	Thomson, Strickland, Gamble & Jain, Crafting & Executing Strategy", 14 th Edition, tat McGraw- Hill, N. Delhi.
4.	Hit, Ireland, Hoskisson & Manikutty, Strategic Management; A South Asian perspective", 9 th Edition, Cengage Learning, Delhi.

Reference Books

1.	Pierce & Robinson, "Strategic management; Formulation, Implementation & Control," 9 th Edition, Tat McGraw- Hill, N Delhi.
2.	David Fred R," Strategic Management: Concept & Cases," 10 th Edition, Pearson-Prentice Hall, N. Delhi.
3.	Cherunilam Francis, "Strategic Management: A Book on Business Policy & Corporate Planning", Himalaya Publishing House, 2008.
4.	Johnson & Scholes, "Explaining Corporate Strategy", 6 th Edition, Pearson Education, Delhi.
5.	Kachru Upendra, "Strategic Management: Concepts and Cases", Excel Books, N. Delhi.
6.	Barney Jay, "Gaining& Sustaining Competitive Advantage", 2 nd Edition, Prentice-Hall, N. Delhi.
7.	Patil Ashish, "Mergers& Acquisitions" SAAA Capital Pvt. Ltd., Singapore.
8.	Renee Mouborgue, W. Chan Kim, Blue Ocean Strategy, Harvard Business Review, 2005.
9.	Gary Hamel, C.K. Prahalad, Competing for the Future, Harvard Business Review, 1994.
10.	Thomson, Strickland, gamble & Jain, "Crafting& Executing Strategy", 14 th Edition, Tata McGraw-Hill, N. Delhi.
11.	Nag A., "Strategic Management-Analysis, Implementation & Control", - Vikas Publishing House, 2011.
12.	Mintzberg Henry, "Strategic Safari", 2009, Prentice- Hall Inc, New York.
13.	Grant Robert, "Contemporary Strategic Management", 6 th Edition, Wiley India.

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14.	Hit, Ireland, Hoskisson & Manikutty, Strategic Management; A South Asian perspective”, 9 th Edition, Cengage Learning, Delhi.
15.	Wheelen & Hunger, “Strategic Management and Business Policy”, 8 th edition, Prentice Hall, N. Delhi.
16.	Kazmi & Kazmi, “Strategic Management and Business Policy”, 4 th Edition, Tata McGraw-Hill, N. Delhi.
17.	Rajiv Gupte & Shailesh Kale, “Strategic Management in the age of Globalization”, 1 st Edition, Himalaya Publishing House, Mumbai, 2007 (Proposed)