

## Proposed Syllabus

### T.Y.B.Com Semester Five

**Adv. Business Management (Core elective subject)**

**Subject Title: Strategic Management (Subject code: CE 301 C)**

#### **Unit One.**

##### **Nature of strategic Management. (25%)**

Meaning of strategy, characteristics of strategy, meaning of strategic management, characteristics of strategic management, Importance of strategic management, its limitations, challenges for strategic management, process of strategic management.

#### **Unit Two.**

##### **Strategy Formulation. (25%)**

Defining the company mission, formulation of the mission, Assessing the External Environment, Remote & operating environment, conducting Industry Analysis, Michael porter's concept of Industry Environment, Formulation of strategy with reference to competitive forces, Importance of Environmental forecasting, stages of Environment forecasting process.

#### **Unit Three.**

##### **Strategy Implementation. (25%)**

Meaning & steps of strategy Implementation, what are functional strategies, its objective and its importance.

Organisational structures for strategy implementation, importance of organisation culture in strategy implementation.

#### **Unit Four.**

##### **Strategic Control - Guiding & evaluating the strategy. (25%)**

Meaning of strategic Evaluation & control, Establishing strategic control, Methods of strategic control, stages of operating controls, Reward system Motivating execution & control.

#### **Reference Books -**

1. Strategic Management by John A. Pearce Richard B. Robinson -A.I.T.B.S. Publishers and Distribution, Delhi.
2. Strategic Management - Concepts and Cases by Upendra Kachru. – Excel Books.(2005)
3. Strategic Management and Business Policy (Third Edition) by Azhar Kazmi. Tata McGraw Hill. (2010)
4. Business Policy and Strategic Management by William F. Glueck, Mcgraw Hill, International Book Company.