

**M. Com. Course (2019 Pattern) Semester: I**

**Subject : - Strategic Management**

**Course Code – 102A-I/102B-I**

**Objectives of the course**

- To introduce the students to the emerging changes in the modern business environment
- To develop the analytical , technical and managerial skills of students in the various areas of Business Administration
- To empower to students with necessary skill to become effective future managers and leaders
- To develop Technical skills among the students for designing and developing effective Functional strategies for growth and sustainability of business

**Depth of the program – Fundamental Knowledge**

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose Skills to be developed</b>
<b>1</b>	<b>Introduction to Strategic Management</b>	Strategy - Concept and its evolution Strategic Management Characteristics , dimensions and Approaches to strategic Decision Making Strategic Management Process Components of Strategic Management Model – Policies , Role of Top Management Strategic implications of Social and Ethical Issues	Understanding of the concept of Strategic management To understand the process of Strategic Management
<b>2</b>	<b>Strategy Formulation , Strategic Analysis and</b>	Organizational Goals, Mission and Social Responsibility	Understanding the External and Internal Business Environment for effective Strategy

	<b>Strategic Planning</b>	Analysis of Business Environment Internal analysis for Strategic Advantage – Strategic Planning – meaning, steps, alternatives, advantages and Disadvantages. Designing an effective Strategic Plan	formulation  Development of Strategic analytical skills  Skills to design an effective Strategic Plan
<b>3</b>	<b>Strategic Choices and Strategy Implementation</b>	Generating Strategic Alternatives for Stability, Growth and Sustainable Strategies Evaluation of Strategic Alternatives for developing Product portfolio Models and selection of Suitable Corporate Strategy Implementation issues Planning and allocation of resources Organizational Structures – factors affecting the choice , Degree of Flexibility and Autonomy	Development of Applicability skills for effective plan implementation Developing Technical skills for evaluation of alternatives and analytical skills for choice among alternatives
<b>4</b>	<b>Functional Strategy and Strategic Review</b>	Knowledge and Formulation of Functional Strategy for Marketing Environment Sustainability CSR ( Corporate Social Responsibility) Human Resource Finance Logistics Evaluation of Strategic Performance – Criteria and Problems Concept of Corporate Restructuring ,Business Process Reengineering , Benchmarking , TQM and Six Sigma Chankyaniti - A Case study approach	Development of Technical and Analytical abilities for formulation of sound functional Strategy in various areas of business Development of Analytical and Managerial Abilities for critical evaluation

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