

### STRATEGIC MANAGEMENT

#### Objectives

- *To understand the frame work across strategic analysis, strategy formulation, and strategic implementation*

**MODULE-1** Basic concept of strategy and strategic management- strategic management process-models of strategic management-approaches to strategic decision making- vision-mission-objectives-goals-strategic levels in an organization-SBU

(15 Hrs)

**MODULE-2** Environmental analysis-concept of environment-micro and macro environment-environmental scanning-models for environmental analysis-value chain analysis-SWOT analysis-BCG matrix-GE's light matrix-Tows Matrix.

(15 Hrs)

**MODULE-3** Strategic planning and formulation-stages of strategic planning-strategic alternatives- types of strategies-growth strategies-dependency and reduction strategies-horizontal and vertical integration-backward and forward integration-diversification and

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defensive strategies-generic strategies-grand strategies-portfolio strategies-turn around strategies.

(25 Hrs)

**MODULE-4** Organizational level strategies-capacity expansion-mergers-joint ventures-acquisition,-takeovers-consortia-networking-franchising-licensing-sub contacting-concentric diversification-conglomerate diversification-7 S framework-competitive analysis and strategies.

(20 Hrs)

**MODULE-5** Strategy implementation-evaluation and control-various approaches to implementation of strategy-strategic choice-strategy and structure-strategic control process-operational control-performance gap analysis-models and tools of control-future of strategic management.

(15 Hrs)