

Syllabus

SEMESTER - I

Module I - Introduction to Strategic Management (10 Lec.)

1. Define Strategy, Strategic Management Process, Benefits and Risks
2. Types of Functional Strategies- H. R Strategy, Marketing Strategy, Financial Strategy, Operational Strategy
3. Corporate Vision, Mission and Objectives
4. Business Environment, Components of Environment, Environmental Scanning and Analysis

Module II - Strategy Formulation, Implementation and Evaluation (20 Lec.)

1. Strategy Alternatives - Mergers, Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Divestment and Liquidation.
2. Evaluation of Alternative Strategies- SWOT Analysis, Portfolio Analysis - BCG Matrix, GE Nine Cell Matrix, SPACE, TOWS Matrix and Hofer's Matrix.
3. Strategic Choice - Concept and Factors
4. Strategic Implementation - Issues and Structures - Leadership, Behavioural, Culture and Ethics.
5. Strategic Evaluation and Control - Concept, Importance and Methods.

Module III - Emerging Strategic Trends (10 Lec.)

1. Outsourcing - Concept, Strategic Reasons of growing Outsourcing in India
2. Management Information system (MIS) - Characteristics, Benefits and Barriers of MIS.
3. Business Reengineering - Process and Strategies - Virtual Company Strategies, Knowledge creating Company strategies.
4. Emerging Strategies in Telecommunication Sector

SEMESTER - II

Module I - Disaster Management - Perspectives and Issues (10 Lec.)

1. Disaster Management - Concept, Problems and Consequences.
2. Strategic ways of Manage Disasters - National, State, District levels in India
3. Disaster Management Strategies - Preventing Strategies, Cope Up Strategies and Post Disaster Strategies

4. Preparedness Measures - Policy Measures at Government level, Measures at Business level, Social level and Individual level.

Module II - Strategic Alliances & Corporate Governances (20 Lec.)

1. Strategic Alliances - Meaning, Types, Structures and Problems in Indian Strategic Alliances
2. Corporate Restructuring - Need and Forms
3. Strategic Change & Corporate Renewal
4. Corporate Governances - Principles, Practices in India and World level
5. Foreign Direct Investment - Strategies for Foreign Direct Investment in India

Module III - Emerging Trends in Global Business Environment

(10 Lec.)

1. Strategies for growing green economies
2. Strategies for Governing Public Private Participation of Business Sector in India
3. Meaning of Corporate Social Responsibility (CSR), Strategies of linking CSR with Profit and Sustainability for obtaining business benefits
4. Strategies for Environmental Accounting and Auditing.

Evaluation System

A. Internal Assessment - 40% 40 Marks

Project 40 Marks. Allocation of 40 marks is as under

- | | |
|-------------------------|----------|
| a. Documentation | 20 marks |
| b. Presentation | 10 marks |
| c. Viva and Interaction | 10 marks |

B. Semester End Examinations - 60% 60 Marks

- I. Duration - These examinations shall be of 2 Hours duration.
- II. Question Course Pattern :
 - 1) There shall be **four questions** each of 15 marks.
 - 2) All questions **shall be compulsory** with internal choice within the questions

Pattern of Question Paper

MARKS : 60

TIME : 2 HRS.

Note :

- 1) All the questions are **COMPULSORY**.
- 2) Figures to the right indicate full marks.

- Q.1 Answer the Following : (Any Two) From Module - I (15)
(A), (B), (C)
- Q.2 Answer the Following : (Any Two) From Module - II (15)
(A), (B), (C)
- Q.3 Answer the Following : (Any Two) From Module - III (15)
(A), (B), (C)
- Q.4 Write explanatory note on : (Any Two) (All Modules) (15)
(A), (B), (C)