

# Strategic Management

## Code: ADMN-315

**Course Name:** Strategic Management

**Course Type:** Core

**Pre-Requisite:**

Concentration

**Course Level:**

<b>Year 1:</b>	<input type="checkbox"/>	<b>Semester 1</b>	<input type="checkbox"/>	<b>Semester 2</b>	<input type="checkbox"/>	<b>Summer Semester</b>
<b>Year 2:</b>	<input type="checkbox"/>	<b>Semester 1</b>	<input type="checkbox"/>	<b>Semester 2</b>	<input type="checkbox"/>	<b>Summer Semester</b>
<b>Year 3:</b>	<input type="checkbox"/>	<b>Semester 1</b>	<input type="checkbox"/>	<b>Semester 2</b>	<input type="checkbox"/>	<b>Summer Semester</b>
<b>Year 4:</b>	<input type="checkbox"/>	<b>Semester 1</b>	<input type="checkbox"/>	<b>Semester 2</b>	<input type="checkbox"/>	<b>Summer Semester</b>

### **Course Description:**

This course is designed to give the students experience in strategic analysis and decision making using the case study method. Students will learn to identify analyse, propose alternative solutions and make effective decisions about the business.

### **Objectives:**

- To make them understand the significance of Strategic management in the modern business scenario.
- To inculcate the habit of effective decision making among the future business managers.

### **Learning Outcomes:**

After passing out the course, a student may involve himself in the field confidently as he shall be in a position to make effective decisions independently to be taken for good results.

### **Skills to be developed throughout the Course:**

Students will develop their analytical and oral communication skills via case study work carried out in seminar sessions. Information technology and written communication skills will be developed when completing the written assignment which will also test student's creative skills and their abilities to present theoretical information in practical situations.

Students are encouraged to make use of IT facilities particularly web sites to support research and reading.

## **Learning Resources:**

### **1. Text Books**

<b><u>Author</u></b>	<b><u>Title</u></b>	<b><u>Publisher</u></b>	<b><u>Year</u></b>
A. Kazmi	Business Policy & strategic Management	Tata Mcgrawhill Publications	Latest
Richard Lynch	Corporate Strategy	Prentice hall.	2006
Anthony Henry	Strategic management	Oxford University Press	2007
Michel E. Porter	Competitive Strategy	The Free Press Publication	2007

### **2. e- Library Reserves**

- <http://www.emeraldinsight.com/insight>
- [http://www.en.wikipedia/wiki/listof\\_management\\_topics](http://www.en.wikipedia/wiki/listof_management_topics)

### **3. Internet**

- Ebsco Business Source Premier: A database containing several hundred key business and management journals with full text articles updated daily.
- Courseware: Specific research support resources and documents, selectively posted to complement and build upon materials available in proctor's methodological text. Such documentation will typically be posted regularly.
- [www.decailibrary.org](http://www.decailibrary.org)
- [www.ipl.org](http://www.ipl.org)
- [www.lisa.lsbu.ac.uk](http://www.lisa.lsbu.ac.uk)

### **4. Journals**

- Strategic Management
- Harvard Business Review
- The Journal of Strategic Information System
- Journals of Operations Management

**Delivery and Teaching Strategy:** (Lecture, Online, Physical, blended, self directed through CD, web based courses and DVD)

**Methods of Instruction:** It would be based on Lecture, demonstration and assignment review. Questions are encouraged and participation is expected.

### **Assessment Strategy:**

- a. First Mid Term Exam: 20 Marks to be held on.....Day,.....Month, 20..
- b. Second Mid Term Exam: 20 Marks to be held on.....Day,.....Month, 20..
- c. Attendance, Participation & Assignment: 10 Marks
- d. Final Exam: 50 Marks
- e. Total: 100 Marks

**Syllabus Change Policy:** This syllabus is a guide for the course and is subject to change with advanced notice.

<b>Course Contents</b>
<b>UNIT -1 Introduction to Strategic Management:</b> objectives, policies, tools, strategic management process.
<b>UNIT -2 Strategic planning:</b> corporate goal setting, functional goal setting, managerial goal setting.
<b>UNIT -3 Formulation of strategies:</b> corporate level, Administrative / executive level & operating level, developing functional strategies – production/operations, finance, marketing, HR etc.
<b>UNIT -4 Implementation of strategies</b> Role of managers, leadership, strategic control system and measurement. Strategic actions- Mergers, Acquisitions, Diversification.