

BUSINESS POLICY AND STRATEGIC MANAGEMENT

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per week	
III		Core paper – VI	75	5	75	5	4

Course Objective:

1. On successful completion of course, students will be having a practical knowledge on Business Policy and Strategic Management.
2. To know about the modern business strategies.

Course outcomes:

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	To exhibit basic knowledge and types of business policy	K2
CO2	To make clear about business policy and strategy in business	K3
CO3	To understand the decision making importance.	K3, K4
CO4	To know about the various policies and strategy alternatives.	K3, K4
CO5	To Acquire the knowledge about strategy implementation and evaluation have been enumerated.	K3, K4

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
C01	M	S	S	M	S	S
C02	S	S	M	S	S	S
C03	S	S	S	S	M	S
C04	S	M	S	S	S	S
C05	M	S	S	M	S	M

S – Strong ;

M – Medium;

L – Low

UNIT-I: Introduction On Business Policy

10 hrs

Introduction : Nature and scope of modern business - Importance and Objectives of Business Policy -Features – Genesis of business policy as a discipline. **Corporate strategy**: Nature and scope – process of strategic planning – Formulation of strategy.

UNIT - II: Business Strategy

15 hrs

Business strategy : Process of Strategic choice – Focusing on Strategic Alternatives - Strategic Management Process - SWOT Analysis - ETOP Analysis - TOWS Matrix - BCG Matrix - 7'S Approach to Quality - GE Nine – cell Matrix.

UNIT - III: Strategic Management

15 hrs

Tactics of strategy: Levels of Strategy – Features of Strategy – Strategy Decision Making process - Steps involved in Effective Decision Making – Role of Strategic Management in Business.

UNIT - IV: Modern Business Strategies

17 hrs

Features of Business Policy: Policy and Strategy: A Comparison – Stability Strategy – Variants of Stability Strategy – Incremental Growth strategy - Profit Strategy – Pause Strategy – Expansion or Growth Strategy – Diversification- Mergers – Acquisition – Joint Ventures – Strategic alliances - Retrenchment Strategy – Disinvestment.

UNIT V: Strategy Implementation And Evaluation**18 hrs**

Implementation : Definition – McKinsey's 7-S Model – Interrelationship between Formulation and Implementation of Strategy – Issues in Strategy Implementation – The Pyramid of Strategy Implementation - Resource Allocation - Structure – Leadership – Requirements for Effective Evaluation – Process Evaluation and Elements - Social Audit.

Distribution of marks: Theory 100% and problem 0%

Text Books:

S.NO	Authors	Title	Publishers	Year of publication
1	Azhakazmi	Business policy and strategic management	Tata Mc . Graw – Hill	2008
2	Dr. S. Sankar	Strategic Management	Margham Publication	2012
3	Aurnob Roy	Business policy and strategic management	Vrinda Publications (P) Ltd	2012

Reference Books:

S.N O	Authors	Title	Publishers	Year of publication
1	N.S.Gupta	Business policy and strategic management	Himalaya Publishing House	2010
2	G.V.Satya Sekar	Business policy and strategic management	I K International House Pvt. Ltd	2009
3	Azhakazmi	Business policy and strategic management	Tata Mc . Graw – Hill	2008

TEACHING METHODOLOGY:

1. Chalk& Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

SYLLABUS DESIGNER

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