

BUSINESS POLICY AND STRATEGIC MANAGEMENT

| Sem | Subject code | Category | Lecture | | Theory | | Credit |
|-----|--------------|----------------------|-----------|--------------|-----------|--------------|--------|
| | | | Total Hrs | Hrs per week | Total Hrs | Hrs per week | |
| III | | Elective paper - III | 90 | 6 | 90 | 6 | 5 |

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 on business policy | K2 |
| CO2 | To make clear about business strategy in business | K3 |
| CO3 | To understand the strategies in business | K3, K4 |
| CO4 | To measure 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 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 |
|------------|------------|-------------|-------------|-------------|-------------|-------------|
| CO1 | M | S | S | M | S | S |
| CO2 | S | M | S | S | M | S |
| CO3 | M | S | M | S | S | S |
| CO4 | S | S | S | S | M | S |
| CO5 | S | M | S | S | S | S |

S – Strong ;

M – Medium;

L – Low

UNIT-I: INTRODUCTION ON BUSINESS POLICY **hrs**

10

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 **hrs**

15

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 **hrs**

15

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
hrs

17

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
hrs

18

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 |

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|---|---------------|---|-----------------------------|------|
| 2 | Dr. S. Sankar | Strategic Management | Margham Publication | 2012 |
| 3 | Aurnob Roy | Business policy and staregic management | Vrinda Publications (P) Ltd | 2012 |

Reference Books:

| S.NO | Authors | Title | Publishers | Year of publication |
|------|------------------|--|----------------------------------|---------------------|
| 1 | N.S.Gupta | Business policy and strategic management | Himalaya Publishi ng 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

- Class room teaching
- Assignments
- Discussions
- Home Test
- PPT Presentation
- Seminar

SYLLABUS DESIGNER

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