

STRATEGIC MANAGEMENT

Sem	Subject Code	Category	Lecture		Theory		Practical	Credits
I	21CPCO1Ea	Elective I	6 hrs per week	90	6 hrs per week	90	-	3

Course Objective:

This course will enable the students to understand the principles of strategy formulation, implementation and control in organizations

Course outcome:

CO Number	Co Statement	Knowledge Level(K1-K5)
CO1	To understand the Formulation of Strategic Management	K2
CO2	To Analyze the Industrial Environment	K4
CO3	To develop the Knowledge of Strategic Competitiveness in Industries	K3
CO4	To Applying the Alternatives Strategies in Management	K3
CO5	To Devise Strategic approaches to Managing a Business successfully in global context.	K4

*Knowledge level: K1 – Remember, K2 – Understand, K3 - Apply, K4 - Analyze

Mapping with Programme outcomes:

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	M	S	S	M	M
CO2	M	M	M	S	M	M
CO3	S	M	S	S	M	S
CO4	S	M	M	S	M	S
CO5	S	M	S	S	M	S

S - Strong, M - Medium, L - Low

Unit - I Strategic Management Formulation**20 Hours**

Strategic Formulation - Vision - Mission and purpose - Business Definition - Objectives - Goals – Stakeholders in Business - Corporate Social Responsibility - Ethical and Analyzing Company's Resources

Unit - II Environment Analysis**15 Hours**

Evaluating a company's External Environment – Relevant components – Industry Analysis - Threats - Industry Competition - Sources of Competitions - Porter's Five Force Model

Unit - III Strategic Competitiveness**20 Hours**

Business Level Strategy – Advantages - Hyper competitive conditions - Industry Life Cycle stages – Strategic Implications – Strategies for Competing in Emerging Industries - High Velocity Markets – Maturing Industries - Stagnant Industries - Fragmental Industries

Unit - IV Strategic Alternative**20 Hours**

Corporate Level Alternatives - International Level Alternatives – Diversification - Vertical Integration - Unrelated Diversification - Unbundling & Outsourcing Strategies - Offensive – Defensive - Outsourcing Benefits - Growth - Merger & Acquisition Strategies - Strategic Alliances

Unit - V Grand Strategies**15 Hours**

New Business Model Strategies - Strategies for Internet Economy - Shaping Characteristics of E – Commerce Environment - Internet Strategies for Traditional Business - Key success factors in E - Commerce – Virtual Value Chain.

Distribution of Marks: 100% Theory**TEACHING METHODOLOGY:**

The course is covered by adopting a combination of lecture methods, class presentation by groups of students, Assignments, Seminar by Students and uploading in YouTube, self study sessions and PPT Presentations. Each student is required to do the back ground reading from the specified chapters of the prescribed book before coming to class

TEXT BOOKS

S.No.	Author	Title	Publisher	Year of Publications
1.	Subba Rao	Business Policy and Strategic management	Himalaya Publishing Co.	2010
2.	Gerry Johnson & Kevan Scholes	Exploring Corporate Strategies	Mc Graw Hill Education Pvt. Ltd.	2009
3.	R. David	Strategic Management Concepts and Cases	P.H.I Learning, New Delhi.	2010

REFERENCE BOOKS

S.No	Author	Title	Publisher	Year of Publication
1	Wheelen	Concepts of Strategic Management and Business policy	8 th Ed. Pearson Education, New Delhi	2008
2.	William Gluck & L R Jauch	Business Policy & Strategic Management	McGraw-Hill 2001	2015

Syllabus designer

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