

BBA 601-18-Strategy Management

Course Objective: The objective is to develop an understanding of corporate strategy formulation, implementation and its evaluation. The aim is to develop an understanding of how organizational strategies are formulated and implemented in a changing global environment.

CO1 Gain familiarity with the basics of strategy planning

CO2 Understand the complete process of strategic management- planning, implementation and control

CO3 Comprehend various models of strategic choice

CO4 Identify and understand different types of strategy and its applicability in corporate world

UNIT I

Strategy: concept, role and basic framework; Strategic planning, process of strategy and decision making, business and corporate strategies, development of strategic ideas, Overview of **Strategic Management**, Traditional approaches of Strategy, Levels of Strategy, Scope and importance of Strategic management, Framework of Strategic Analysis

UNIT II

Business Environment: External analysis, Competitive dynamics, Dynamic Competition: Hyper competition, and Competitor Analysis Resource based view, Competitive advantages, Segmentation and Strategic Groups, PEST analysis, Porter Analysis, Life stage analysis, **Environmental Scanning**, Environmental Threat and Opportunity Profile

UNIT III

Diversification strategy: meaning, objective, competitive advantage; Cost and differentiation strategy, Innovation, Balanced Scorecard, **Strategic Choice:** Concept, Process of Strategic Choice, BCG Matrix, GE Nine Cell Matrix, Hofer's Product-Market Evolution Matrix, Directional Policy Matrix

UNIT IV

Strategic Implementation: The process of strategy implementation, resource allocation – Strategy and structure – Supportive culture – Implementing strategies in functional areas

Strategic evaluation and control: Evaluation of strategy and strategic control, evaluation process, strategic control process, types of external controls, Managing Strategic Change, Strategic Leadership and Specialist issues in strategic management

Suggested Readings:

- Kazmi, Azhar: *Business Policy*, Tata McGraw Hill
- Jouch & Gluick: *Strategic Management & Business Policy*, Tata McGraw Hill
- Wheelen & Hunger: *Strategic management & Business Policy*, Pearson Education
- Pearce & Robinson: *Strategic Management* AITBS
- Hill & Manikutty, *Strategic Management*, Cengage Learning
- Pitts, Robert A and Lei, David. “*Strategic Management Building and Sustaining Competitive Advantage*”, Thomson, India
- David, R Fred, “*Strategic Management- Concepts and Cases*”, Pearson Education, India