

Course Title: STRATEGIC MANAGEMENT

Course Code : 16MB61C0

L-T-P : 3-0-0

CREDITS : 3

COURSE OUTCOMES

After completion of this course, the student will be able to

1. Understand the concepts, components and levels of strategic management.
2. Have proficiency in competitive strategies in different types of industries.
3. Have proficiency in forms of corporate restructuring, mergers and acquisitions.
4. Become an expert in solving the challenges of e-business strategy.

SYLLABUS

Introduction to Strategic Management–Evolution of the concept of strategic management – Company Vision – Mission statements - components of strategic management – the three levels of strategic planning – making strategic decisions. Strategic Management Process– Benefits and limitations of Strategic Management. Company Vision – Mission statements. **Competitive Strategies** – Cost leadership – differentiation – focus – other strategic issues – pitfalls of strategies – competitive strategies in different types of industries – formulation of strategies in an emerging industry – maturing industries – declining industries. **Sustaining competitive advantage** – Defining the value chain – the value chain and the buyer value – competitive scope and the value chain – value chain and the organizational structure. Formulating e–business strategy – **Corporate Restructuring**: Forms of Corporate Restructuring: Expansion, Sell-offs, Turnaround Management, Joint Ventures and Strategic Alliances, Mergers & Acquisitions, Divestitures and Spin Offs. Takeover Strategies and Defenses: Kinds of Takeovers. The challenges of e–business strategy creation: Top–down analytical planning, Bottom–up Just–do–it planning, continuous planning with feedback, – Roadmap to a move a company into e–business: Knowledge building, capability evolution, e–business design. Implementing e–business strategies – e–business blueprint creation: Why is a blueprint necessary, e–business blueprint planning: steps of blueprint planning, A prioritization blueprint: current way of prioritizing projects, Types of e–business projects.

RECOMMENDED TEXT BOOK

Fred R. David, Strategic Management, Prentice Hall, New Delhi, 2010

REFERENCE BOOKS

1. Strategic Management – An Integrated Approach, Charles Hill & Gareth Jones/ Biztantra
2. Hitt/Hoskisson/Ireland, Management of Strategy – Concepts and Cases, CENGAGE Learning, 2009.
3. Making Strategy, Colin Eden & Ackermann / Sage Publications
4. Pearce and Robinson, Strategic Management, McGraw Hill, New York, 2007.