

Course Code	Course Title	L	T	P	C
OLMBA509	Strategic Management	3	1	0	4
Pre-requisite	NIL	Syllabus version			
		1.0			
Course Objectives:					
1. Define and frame objectives, mission and vision for organizations. 2. Discuss various tools and techniques of strategic analysis. 3. Familiarize the process of strategy formulation, implementation, evaluation and issues related to it. 4. To adopt Conduct positioning audit / SWOT analysis / Competitive analysis through various tools and technologies.					
Course Outcomes:					
1. Describe major theories, background work, concepts and research output in the field of strategic management. 2. Demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organizational problems. 3. Demonstrate capability of making their own decisions in dynamic business landscape. 4. Develop their capacity to think and execute strategically.					
Module:1	Introduction to Strategic Management				
Understanding Strategic Management; Challenges to Strategic Management; Organizational Adaptation Theories; Creating A Learning Organization; Basic Model of Strategic Management; Initiation of Strategy; Strategic Decision Making; Strategic Audit: Aid to Strategic Decision Making; Corporate Governance - Role and Responsibilities of Board Of Directors; Composition of Board Of Directors.					
Module:2	Environment Scanning and Industry Analysis				
Features of Environmental Scanning; Strategic Importance of External Environment; Analysis and Evolution of Industry; Categorizing International Industries; Creation of Industry Matric by using Key Success Factors; Competitive Intelligence; Forecasting; Synthesis of External Factors.					
Module:3	Organizational Analysis and Competitive Advantage				
A Resource-Based Approach to Organizational Analysis; Using Resources/Capabilities to Gain Competitive Advantage; Business Models; Value-Chain Analysis; Basic Organizational Structures; Culture. Porter 's Five Forces Model– Core Competencies-Low cost and differentiation; Generic Building Blocks of Competitive Advantage- Distinctive Competencies.					
Module:4	Strategy Formulation				
A Framework for Examining Business Strategy; Mission and Objectives of Business Strategies; Corporate Strategy Formulation – Corporate Strategy; Directional Strategy – Growth strategies; Mergers and Acquisitions; controversies in directional growth strategies; stability strategies; Retrenchment strategies; Portfolio Analysis – BCG Growth-Share Matrix; Corporate Parenting – Horizontal Strategy and Multi Point Competition.					
Module:5	Strategic Analysis and Choice				

Strategic Analysis and Choice – Process of Strategic Choice; Tools and Techniques of Strategic Analysis - SWOT Analysis, Corporate Portfolio Analysis, Experience Curve Analysis, Lifecycle Analysis, Industry Analysis, Strategic Groups' Analysis, Competitor Analysis. Strategist's Decision Styles and Attitude to Risk – Case Study.			
Module:6	Strategy Implementation		
Foundation for Structural Implementation; Structure from Strategic Perspective; Stages of Development of Organizations; Forms of Organization Structures; Organizational Design and Change; System for Strategies – Control and Reward System; Behavioral Implementation – Functional and Operational Implementation.			
Module:7	Strategic Evaluation and Control		
Strategic Evaluation – Nature, Importance, Participants, Barriers And Requirements; Strategic Control – Premise Control, Implementation Control, Strategic Surveillance, Special Alert Control; Operational Control – Process of Evaluation, Setting Standard, Measuring Performance - Balanced Scorecard; Benchmarking to Evaluate Performance; Analyzing Variances, Taking Corrective Actions.			
	Total Hours of Study:		120 Hrs.
Text Book(s)			
1.	Wheelen, Thomas L. and J. David Hunger, (2019), Concepts in Strategic Management and Business Policy, 15th Edition, Pearson Education.		
2.	Azhar Kazmi, Adela Kazmi, (2015), Strategic Management, 5 th Edition, McGraw Hill		
3.	Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson, (2017), Strategic Management: Competitiveness and Globalization: Concepts and Cases, 12th Edition.		
Reference Books			
1.	Richard Whittington, Gerry Jhonson, Patrick Regner, Duncan Angwin, Kevan Scholes, (2019), Exploring Corporate Strategy, Text and Cases, 12th Edition, Pearson.		
2.	Gerry Johnson (2019), Exploring Strategy, Text and Cases, 12th Edition, Pearson.		
3.	Fred R David, (2015), Strategic Management – Concepts, 15th Edition, Pearson		
4.	Lynch Richard, (2007), Corporate Strategy, First Imp, Person Education		
Mode of Evaluation: Quiz/ Assignment/CAT/FAT			
Recommended by Board of Studies		02-11-2023	
Approved by Academic Council		No. 72	Date: 13-12-2023