

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

(Established by Govt. of A.P., ACT No.30 of 2008)

ANANTHAPURAMU – 515 002 (A.P) INDIA

## MASTER OF BUSINESS ADMINISTRATION

MBA; MBA (General Management); MBA (Business Management)

## COMMON COURSE STRUCTURE

Course Code	Strategic Management	L	T	P	C
21E00301		4	0	0	4
<b>Semester</b>		<b>III</b>			
<b>Course Objectives:</b>					
<ul style="list-style-type: none"> <li>To describe and discuss the strategic management process.</li> <li>To build skills to develop strategic vision, mission objectives.</li> <li>To explain concepts of core competence, strategy for competitive advantage.</li> <li>To give an understanding about strategic analytical tools and techniques.</li> <li>To provide knowledge on strategy formulation, types of strategies to implement.</li> <li>To create awareness on various strategy evaluation and controlling approaches.</li> </ul>					
<b>Course Outcomes (CO):</b> Student will be able to					
<ul style="list-style-type: none"> <li>Know strategic management process</li> <li>Obtain strategy implementation, analytical and evaluating skills about various strategies.</li> <li>Understand on establishing strategic controls at national and international context</li> </ul>					
<b>UNIT - I</b>		Lecture Hrs: 8			
<b>Introduction- Concepts in Strategic Management, Strategic Management as a process</b> – Developing a strategic vision/ Mission, Objectives, Policies – Factors that shape a company's strategy – Environmental Scanning -Concepts of Core Competence, Crafting a strategy for competitive advantage.					
<b>UNIT - II</b>		Lecture Hrs: 12			
<b>Strategic Analysis and Choice: Tools and techniques-</b> Porter's Five Force Model, BCG Matrix, GE Model, SWOT Analysis and TOWS Matrix,. Market Life Cycle Model - and Organizational Learning, and the Experience Curve.					
<b>UNIT - III</b>		Lecture Hrs:12			
<b>Strategy Formulation :</b> Formulation of strategy at corporate, business and functional levels. Strategy Alternatives:- Stability Strategy, Growth Strategy, Retrenchment Strategy, and Combination Strategy, .					
<b>UNIT - IV</b>		Lecture Hrs:12			
<b>Strategy Implementation :</b> Types of Strategies : Offensive strategy, Defensive strategy, vertical integration, horizontal strategy; Tailoring strategy to fit specific industry and company situations, Strategy and Leadership, Resource Allocation as a vital part of strategy – Planning systems for implementation					
<b>UNIT - V</b>		Lecture Hrs:12			
<b>Strategy Evaluation and control</b> – Establishing strategic controls - Role of the strategist - benchmarking to evaluate performance - strategic information systems – Guidelines for proper control- Strategic surveillance -strategic audit - Strategy and Corporate Evaluation and feedback in the Indian and international context.					
<b>Textbooks:</b>					
1. Strategic Management – J.S.Chandan & Nitish sen Gupta, Vikas					
<b>Reference Books:</b>					
<ul style="list-style-type: none"> <li>Strategic Management Concepts and Cases ,Fred R.David, PHI.</li> <li>Strategic Management,Hill, Ireand, manikutty, Cengage.</li> <li>Concepts in Strategic Management and Business Policy,Wheelen &amp; Hunger, Pearson Education.</li> <li>Strategic Management – Text and Cases, V.S.P. Rao, Excel.</li> <li>Strategic Management, Ireland, Hoskinsson, Hitt, Cengage.</li> <li>Strategic Management – Theory and Application, Habergerg, Rieple, oxford .</li> <li>Strategic Management, P. SubbaRao, Himalaya.</li> <li>Business policy and strategic management, Sukul Lomash, P.K.Mishra, Vikas</li> </ul>					
<b>Online Learning Resources:</b>					
<a href="http://rizvihmct.com/wp-content/uploads/2017/02/Semester-VI-strategic-managment.pdf">http://rizvihmct.com/wp-content/uploads/2017/02/Semester-VI-strategic-managment.pdf</a> <a href="https://sgp1.digitaloceanspaces.com/cakart/5929/study_contents/Chapter_1_Introduction_to_Strategic_Management.pdf">https://sgp1.digitaloceanspaces.com/cakart/5929/study_contents/Chapter_1_Introduction_to_Strategic_Management.pdf</a> <a href="https://old.mu.ac.in/wp-content/uploads/2014/04/Introduction-to-Strategic-Management-book.pdf">https://old.mu.ac.in/wp-content/uploads/2014/04/Introduction-to-Strategic-Management-book.pdf</a> <a href="https://www.cimaglobal.com/Documents/ImportedDocuments/cid_tg_strategic_analysis_tools_nov07.pdf.pdf">https://www.cimaglobal.com/Documents/ImportedDocuments/cid_tg_strategic_analysis_tools_nov07.pdf.pdf</a> <a href="https://resources.saylor.org/wwwresources/archived/site/wp-content/uploads/2013/09/Saylor.orgs-Strategy-Formulation.pdf">https://resources.saylor.org/wwwresources/archived/site/wp-content/uploads/2013/09/Saylor.orgs-Strategy-Formulation.pdf</a> <a href="https://resources.saylor.org/wwwresources/archived/site/wp-content/uploads/2013/04/BUS300-2.3_Strategy-Formulation.pdf">https://resources.saylor.org/wwwresources/archived/site/wp-content/uploads/2013/04/BUS300-2.3_Strategy-Formulation.pdf</a> <a href="https://static.careers360.mobi/media/uploads/froala_editor/files/Strategy-Implementation-and-Control.pdf">https://static.careers360.mobi/media/uploads/froala_editor/files/Strategy-Implementation-and-Control.pdf</a>					