

SUBJECT CODE : RONS8

STRATEGIC MANAGEMENT

Max. Marks: 100

UNIT I:

Strategic Management – Meaning Definition and Scope – Benefits and Limitations of Strategic Management – Strategic Management Process

UNIT II:

Situation Analysis – SWOT Analysis - Environmental Scanning and Industry analysis – Internal Scanning – Social responsibility and Business Ethics

UNIT III:

Strategy Formulation - Steps – Business, Corporate and Divisional strategies – Development of Policies – Strategic Alliances

UNIT IV:

Strategy implementation – Structure – Functional Strategies : Production, Marketing, Finance, Personnel and Environmental

UNIT V:

Strategic Control and Evaluation – Establishing control – Types of Strategic control – Evaluation Techniques – Managing change – Strategic issues in Managing Technology and information – Strategic effectiveness. .

Books for Reference:

1. V.S. Ramaswamy and Nanakumari – Strategic Planning and Corporate Success
2. John H. Barnett and William – Strategic Management
3. Gregory Goers and Alex Miller – Strategic Management
4. David Hunger and Thomas L. Wheelor– Strategic Management
5. Francis Cherunilam – Business Policy, Himalaya Publishing House, 2002
6. Arthur A. Thompson & AJ Stick Land I – “Strategic Management” Tata McGRAW Hill
2002 New Delhi
7. Maisana Mazzucate – “Strategies for Business” Sage Publication, New Delhi
2002
8. Azkar Kashmi – Strategic Management Tata – McGraw Hill 2002