

**EC V STRATEGIC MANAGEMENT**

**Unit 1.**

The Business System – Objectives of a business up and balancing of objectives – mission – vision – goals.

**Unit 2.**

Corporate Strategy – Nature and scope – Process of strategic planning – Formulation of strategy – Project life cycle – Portfolio analysis – BCG Matrix – General Electronic Co. Matrix – Stop High strategy – Directional Policy Matrix. Strategic Management – Strategic decision – Making – Business level sub-strategies.

**Unit 3.**

Genetic Strategic alternatives – Stability strategy – Growth strategy – Retrenchment strategy – Combination strategy and Turnaround strategy. Strategic alternative - Horizontal, vertical diversification – Active and passive alternatives.

**Unit 4.**

External Growth Strategy – Merger, acquisition, amalgamation, joint ventures and others - Problems. Organizational Structure and Corporate Development – Line and staff functions – Evolution of organization structure – Management of change.

**Unit 5.**

Implementation of Strategy – Elements of strategy – Leadership and organizational climate – planning and control of implementation. ERP \_ Features and applications – Packages: BOB-MARSHALL SAP – Functional features and implementation difficulties.

**REFERENCES;**

1. Michael E.Porter, Corporate strategy: Competitive advantage.
2. Peter F Drucker, Management Tasks, Responsibilities, Practices.
3. Bhattacharya S.K.,Achieving Amnagerial Excellence, Macmillan.
4. Greek W.P. and Jauch L.R.,Business policy and strategy management, Mc.Graw.