

ELECTIVE III - STRATEGIC MANAGEMENT AND PLANNING

Objective: The course enables the student to understand the different ways to utilize firm's resources within its environment to reach its objective and to impart the knowledge and skills to identify the need for facilities, selection and effective utilization and maintenance of facilities.

Unit-1

Strategic Management – meaning – benefits – process of strategic planning & management. Levels of strategy - dimensions of strategic decisions – strategic planning in non-profit organizations - N.C. Kinsey's 7-S frame work.

Unit-2

Organization purpose or mission – corporate objectives – SWOT analysis – objectives & goals – importance – need. Identifying critical success factor - BCG Matrix – GE Business Portfolio Matrix.

Unit-3

Social aspects of strategic management – concepts –dimensions – Environmental analysis – meaning – need for environmental scanning – characteristics of environmental analysis – environmental forces – internal & external.

Unit-4

Strategic choice – corporate portfolio analysis, industry – competitor analysis – strategic implementation – issues in implementation – resource allocation – structural implementation – organizational design & change.

Unit-5

Forecasting techniques – Delphi method – visionary forecasts – Time series analysis – moving average – exponential smoothing – strategic and operational control.

References:

P.K. Ghosh : Strategic Management & Planning, Sultan & Chand
Chari S.N : Modern Production and Operations Management, Wilsey Eastern Ltd. New Delhi.

Azhar Kasmi: Business Policy.

Kotler Philip : Marketing's role in non-profit organizations, PHI

Joseph P Peters & Simone T. Sehg : Managing strategy change in Hospital – 10 success stories, PHI

John A. Pearce & Richard B. Robinson : Statagic Management, AITBS Publishers.