

**BUSINESS POLICY AND STRATEGIC MANAGEMENT**

**MANAGEMENT:**

Business as a social system/economic system: objective of Business; Business Environment – Socio economic sector, Technological sector, Government Sector. The industry environment – customer sector / supplier sector / competitor sector.

The International Environment – Opportunities for international activities / Threats from International activities.

Society and Business: Business ethics, social responsibility of business / Indian businessmen, Social Audit.

Business Policy in various economic systems: Capital Economy: Economic System of Socialism, and mixed Economic System.

Business Policy and Corporate Strategy: How to make policy corporate strategy: Policies: Strategies and Tactics. Policies and procedures.

Policy formulation and implementation: Policy Formulation, Objectives, Direction, consideration of change:

Business Policy concepts, Business Policy – characteristics importance. Different types of policies; classification, strategies, programmes, procedures and rules M.B.O., M.B.E., Major and Minor policies; supporting composite and contingency policies; parameter of policy; Development of Business Policy; Swot Analysis. Element of Business Policy; Implementation of Policy.

Major Business Policies: Man Power Planning, Product Policies, Marketing policies, Production and Purchase policies, Financial Policies, Capital Procurement and distribution.

Corporate Strategy: Functions and importance, Strategy alternatives, considering strategy variations, strategic choice, implementation, Rules and procedures: GPI Policy Appended implied and imposed policy oral and writer policies; control and review.

**REFERENCE:**

1. Business Policy and Strategic Management by Lawrence R. Jauch and William F. Blucck. McGraw Hill Intl.
2. Business planning and policy by Mamoria and Mamoria Himalaya Publishing House.