

**BUSINESS POLICY**

**1. Introduction**

**UNIT – I**

Total organizational view; the concept of strategy policy, planning hierarchies, evolution strategy, Philosophy of strategy; satisfying and oprivizing and adaptivizing cases (interspersed).

**2. Formulation of the Strategy**

**UNIT – II**

SWOT Analysis; environmental analysis the importance of National planning for strategy formulation, industry analysis future studies.

**UNIT – III**

Organizational competence and resource analysis, matching opportunities and resources strategy and values, social responsibilities of management social audit, cases (interspresed).

**UNIT – IV**

Implementing the strategy: Organization design; structure relationships, processes, leadership; control, performance standards corrective action cases (interspresed).

**UNIT – V**

Case unifying all the above concepts.

**REFERENCE BOOKS:**

1. Business Policy and strategy – L.M.Prasad
2. Business Policy - P.K.Goss
3. Business Policy - Azar Kassmi
4. Business Policy Action - Strategy formation and management by Gelereck

**Text Book:**

Business Policy - Azar Kashmi