

STRATEGY AND SUSTAINABLE ENTERPRISE

UNIT – I	STRATEGY INPUTS:
Introduction to strategic management, strategic management and competitiveness, technology and technology change: vision, mission and objectives, strategic leaders, strategic management process, the external environment: opportunities, threats, competition and competitor analysis, external environmental analysis, segments of the external environment, porters 5 force model, the internal environment: resource, capabilities, competencies and competitive advantages, analyzing internal organization ,building core competencies, value chain analysis, outsourcing.	
UNIT – II	FORMULATION OF STRATEGIC ACTIONS: BUSINESS LEVEL STRATEGY:
Effectively managing relationships with customers, the purpose of business strategy, competitive rivalry and dynamics, a model of competitive rivalry, competitor analysis, drivers of competitive actions and responses, competitive rivalry and dynamics.	
UNIT – III	CORPORATE LEVEL STRATEGY:
Levels of diversifications and reasons, value creating diversifications, strategic acquisitions a restructuring. Popularity of mergers and acquisitions strategies. Problems in achieving acquisition success and restructuring.	
UNIT – IV	GLOBAL STRATEGY:
Identifying international opportunities and international strategies, strategic competitive outcomes and risk in an international environment, corporate implications for strategy, strategic alliances, corporate level cooperative strategy and competitive risk with cooperative strategies.	
UNIT – V	STRUCTURE AND CONTROLS WITH ORGANISATION:
Organizational structure and controls, evolutionary patterns of strategy and organizational structure, leadership implications for strategy, entrepreneurial implications for strategy.	
TEXT BOOKS:	
1	Albrecht, K. Brain Power: Learning to Improve Your Thinking Skills. New York: Simon and Schuster. 1980
2	Allayer, Y., and M. E. Firsirotu, M.E. 1984. Theories of organizational culture. Organization Studies 5:193-226.
3	Allen, R.W.,et al. Organizational politics: Tactics and Characteristics of its actors. California Management Review 22: 77-83. 1979.