

STRATEGIC MANAGEMENT

I Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBB05	Skill	L	T	P	C	CIA	SEE	Total
		3	0	-	3	30	70	100
Contact Classes: 45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45			
<p>OBJECTIVES: The course should enable the students to:</p> <p>I. An organization must achieve to make its strategy success . II. It helps achievement of measurable financial well-being and growth III. Analyze the global strategy and risk in an international environment in an organization IV. Emphasis on structure and controls with organizations. and Problems in achieving acquisition success.</p> <p>COURSE OUTCOMES(CO'S):</p> <ol style="list-style-type: none"> 1. Understand strategic management, competitiveness, technology and technology change. 2. Illustrate the external environmental analysis, segments of the external environment, porters 5 force model and the internal environment. 3. Identify the effectively managing relationships with customers, the purpose of business strategy, competitive rivalry and dynamics. 4. Design a model of competitive rivalry, competitor analysis, drivers of competitive actions and responses. 5. Evaluate Levels of diversifications and reasons, value creating diversifications, strategic acquisitions and restructuring. 6. Analyze the design procedures of Popularity of mergers and acquisitions strategies. 7. Demonstrate the problems in achieving acquisition success and restructuring. 8. Analyze and apply the new techniques of international opportunities and international strategies. 9. Elucidate the concept of strategic competitive outcomes, risk in an international environment, the corporate implications for strategy and strategic alliances. 10. Discuss the Organizational structure, controls and analyze the evolutionary patterns of strategy and organizational structure. 11. Explain the concepts of leadership implications and entrepreneurial implications for strategy in firms. 12. Analyze the design procedures of Popularity of mergers and acquisitions strategies. 								
Unit-I	STRATEGIC INPUTS						Classes: 06	
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						Classes: 09	
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	Classes: 10
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	Classes: 10
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 ORGANIZATIONS	Classes: 10
Organizational structure and controls, evolutionary patterns of strategy and organizational structure, leadership implications for strategy, entrepreneurial implications for strategy.		
TEXT BOOKS:		
<ol style="list-style-type: none"> 1. Robert N Lussier, "Management Fundamentals - Concepts, Applications, Skill Development, Cengage Learning", First Edition, Pearson, 2012. 2. Dilip Kumar Battacharya,"Principles of Management", Pearson, 2012 3. Harold Koontz, Heinz Wehrich, A.R.Aryasri, "Principles of Management", TMH, 2010 		
<ol style="list-style-type: none"> 1. V.S.P.Rao, "Management Text and Cases", Excel, Second Edition, 2012. 2. K.Anbuvelan, "Principles of Management", University Science Press,First Edition, 2013 3. Andrew DuBrin, "Management Essentials", Cengage Learning, "9E, International Edition", 2012 		
Web References		
<ol style="list-style-type: none"> 1. https://www.open.edu/openlearn/money-business/financial-accounting-and-reporting/content-section--references 2. https://lsc.libguides.com/c.php?g=436550&p=2976238 3. https://www.researchgate.net/publication/327767641_IT_in_Accounting_and_Auditing_Recommended_Textbooks 		
E-Text Books		
<ol style="list-style-type: none"> 1. http://www.freebookcentre.net/Business/Accounting-Books.html 2. https://bookboon.com/en/accounting-ebooks 3. https://www.amazon.in/Dictionary-Accounting-Oxford-Quick-Reference/dp/0199563055 		