

**B. COM
SEMESTER –VI
STRATEGIC MANAGEMENT
(100 Marks – 75 Lectures)**

UNIT I – CORPORATE LEVEL STRATEGIES

(16 Marks – 14 Lectures)

1. **Stability Strategies: Meaning, Reasons**
2. **Growth Strategies: Meaning, Reasons**
3. **Turnaround & Retrenchment Strategies: Meaning , Reasons, Types**
4. **Combination Strategies: Meaning, Reasons**

UNIT II – BUSINESS GROWTH

(24 Marks – 20 Lectures)

1. **Indicators of Growth**
2. **Reasons for Growth**
3. **Risks of Growth**
4. **Growth Strategies:**
 - i. **Intensive: Meaning, Types**
 - ii. **Integrative: Meaning, Types**
 - iii. **Diversification: Meaning, Types**
 - iv. **Mergers & Acquisition: Meaning, Types, Distinction between mergers & acquisition**
5. **Synergy: Meaning**

UNIT III – SBU LEVEL STRATEGIES

(20 Marks – 14 Lectures)

1. **Generic Competitive Strategies: Cost Leadership, Differentiation, Focus**
 - Type 1 : **Cost Leadership – low cost**
 - Type 2 : **Cost Leadership – best value**
 - Type 3 : **Differentiation**
 - Type 4 : **Focus – low cost**
 - Type 5 : **Focus - best value**
2. **Offensive Strategies: Meaning, Six Ways of Offensive Strategies**
3. **Defensive Strategies: Meaning**
4. **First Mover Advantage: Meaning**
5. **Outsourcing: Meaning**

UNIT IV – GLOBALISATION

(20 Marks – 14 Lectures)

1. **Definition, Meaning**
2. **Stages of Globalisation**
3. **Factors favouring Globalisation**
4. **Obstacles to Globalisation**
5. **Strategies of Globalisation**

UNIT V – STRATEGIC CHANGE MANGEMENT

(20 Marks – 13 Lectures)

- 1. Change: Meaning, Definition**
- 2. Dimensions of Change**
- 3. Barriers to Change**
- 4. Implementation of Strategic Change**
- 5. Resistance to Change**
- 6. The Change Process**

Books for Study and Reference:

- 13) Lawrence Jauch & William G Luck: Business Policy & Strategic Management**
- 17) Michael Porter: Competitive Advantages**
- 18) Alex Miller & Irwin: Strategic Management (Mc Graw Hill)**
- 19) P. Subba Rao: Strategic Management (Himalaya Publishing House)**
- 20) Alfred A Marcus: Management Strategy (Tata Mc Graw Hill)**
- 21) Francis Cherunilam (Himalaya Publishing House)**
- 22) Gupta V Gollakotak & Srinivasan: Business Policy & Strategic Management (New Delhi- Prentice Hall of India)**
- 23) Pearce J A & Robinson Jr. R B (1995): Strategic Management – Strategy Formulation & Implementation (Prentice Hall of India)**
- 24) R Srinivasan: Strategic Management**
- 25) Fred R David: Strategic Management – Concepts & Cases (PHI Learning)**
- 26) Mason A Carpenter, Wm Gerard Spanders & Prashant Salwan: Concepts & Cases – Strategic Management – A Dynamic Perspective (Pearsons Publication)**
- 27) G. Sudarsana Reddy: Strategic Management (Himalaya Publishing House)**
- 28) Ravi M Kishore: Strategic Management – Text & Cases (Taxmann's)**
- 29) Thomas L Wheelan, David Hunger & Krish Rangarajan: Concepts in Strategic Management & Business Policy (Pearsons Publication)**
- 30) Samuel C Certo & Paul Peter: Strategic Management – A focus on Process (Tata Mc Graw)**

Sanjay Mohapatra: Case Studies in Strategic Management – A Practical Approach (Pearsons)

OR

