COO3B4  Business Policy and Strategic Management [4 Credits]

Learning Objective: Course will help the students to understand the relationships of organizations to their environments, the hierarchy of organizational objectives, structured as well as informal approaches to strategic planning, the integration of business functions, organizational structure, and policy implementation and evaluation.

UNIT 1: Introduction
(12 Hours)
Evolution of Business Policy as a Discipline – The nature of Business Policy – The Importance of Business Policy – The purpose and objectives of Business Policy

UNIT 2: Strategic Management
(12 Hours)
Concept of Strategy –Level of strategy-Strategic Management process –Strategic Intent-Vision –Mission –
Goals and objectives .Environmental Appraisal-Concept-SWOT Analysis –Sources of Environmental Scanning .Organizational Appraisal-Concepts-Factors, Methods and Technique Used for Organizational Appraisal

UNIT 3: Corporate level strategy
(12 Hours)
Expansion, stability, retrenchment, combination, integration, diversification, internationalism, cooperative and digitalization strategy, stability, retrenchment and restructuring – Case study for corporate level strategy

UNIT 4: Concept of business level strategies
(12 Hours) Generic business strategies – Tactics for business strategies – Business strategy for different business condition – Business strategy and internationalism – Business strategy and digitization – Strategy evaluation and control- Techniques of strategic evaluation and control

UNIT 5: Indian approach to Management

Work and its secret.

Suggested Readings: