



DR. MPS COLLEGE OF BUSINESS STUDIES, AGRA

ALLOCATED LECTURES ARE BASED ON STUDENT INTERACTION AND PARTICIPATION. SESSIONS REQUIRED MAY VARY, DEPENDING ON CLASS ATTENDANCE AND STUDENT INVOLVEMENT.

Faculty Name- Ms. Renu bharti

Course –MBA-III Sem Course Code: RMB 301

Course Title: STRATEGIC MANAGEMENT

Textbook: Kazmi, Azhar; Business Policy and Strategic Management; McGraw-Hill Education

Other specific books: (Reference)

1. Thomson, Arthur A. and Strickland, A. J.; Strategic Management: Concept and Cases; McGrawHill Education
2. Jauch, L.F., and Glueck, W.F.; Business Policy and Strategic Management; McGrawHill Education
3. Wheelen, L. Thomas and Hunger, David J.; Strategic Management and Business Policy, Crafting and Executing Strategy; Pearson Education

INSTRUCTION PLAN OF STRATEGIC MANAGEMENT- MBA 3RD SEMESTER RMB 301		
LECTURE NO	NAME OF THE TOPIC	REMARKS
UNIT 1		
1	Introduction: meaning nature	
2	scope, and importance of strategy, strategic management	
3	Introduction to Business policy, Strategic decision-making	
4,5	Process of strategic management & levels at which strategy operates	
6	strategic intent: Vision, Mission	
7	Business definition	
8	Goals and Objectives	
9	TEST	
UNIT 2		
10	Environmental Scanning	
11	Factors considered, approaches	
12	External environment analysis:PESTEL Analysis, EFE matrix	
13	Porter’s Five Forces Model methods and techniques used	
14	organizational appraisal- factors affecting, approaches, methods	
15	techniques Resource Based View (RBW) Analysis	
16	VRIO Framework, Value Chain Analysis	
17	IFE matrix (Internal Factor Evaluation)	
UNIT 3		
18	Strategy Formulation: Corporate, Business, Functional strategy	

19	Corporate Level Strategies: -- Stability, Expansion	
20	Retrenchment and Combination strategies	
21	Concentration Strategies, Integration Strategies: Horizontal & Vertical	
22	Diversification:Related & Unrelated	
23	Internationalization	
24	Porters Model of competitive advantage of nations	
25	Cooperative: Mergers & acquisition Strategies	
26	Joint Venture, Strategic Alliance	
27	Digitalization Strategies	
UNIT 4		
28	Strategy Analysis : Process, Analysing Strategic alternative	
29	Evaluating and Choosing Among Strategic Alternative	
30	Tools & Techniques of strategic Analysis	
31	Strategic Choice. BCG Matrix, Ansoff Grid	
32	GE Nine Cell Planning Grid, Hofer's Product market evolution	
33	McKinsey's 7'S framework	
34	Strategy implementation: Resource allocation	
35	Projects and Procedural issues. Organistionstructure and systems in strategy implementation	
36	Leadership and corporate culture, Values,Ethics and Social responsibility	
37	Operational and derived functional plans to implement strategy.	
38	Integration of functional plans	
UNIT 5		
39	Strategy Evaluation & Control	
40	Nature, Importance,	
41	Organistional systems	
42	Techniques of strategic evaluation & control.	
43	TEST	
44 -48	DOUBT SESSIONS	

Scheme for Class Assessment: (Out of 50)

Component	Frequency	Marks out of 50
Attendance	Continuous	10
Assignments	Twice	10
Class internals	Twice	30