

Business policy and strategic management

[Business](#), [Management](#)



BUSINESS POLICY & STRATEGIC MANAGEMENT Objective: This course in Business Policy and Strategic Management is framed to help the students to learn the concepts related to Business Policies and Strategic Management so as to understand how a successful Business Policies and Strategies are framed at different levels of Management for organizational success and smooth functioning of an organization in today's dynamic environment. I

Introduction to Business Policy & Strategic Management: [9%] - Definition, Concept, Objective and Significance The levels at which strategy operates - Characteristic of Strategic Management - An Overview: Strategic Management Process - Concept of Strategic Decision Making II Strategy Formulation: [20%] - Understanding Strategic Intent: Vision, Mission, Business Definition, Goals and Objectives - Concepts of Strategic Stretch, Leverage & Fit - Environment Appraisal: Concept & Environmental Sector; PEST Analysis - Organizational Appraisal: Concepts & Capability Factors ; Porter's Value Chain Model - Framework for developing Strategic Advantage SWOT Analysis as a Tool for assessing Organizational Capabilities and Environment Opportunities - Type of Strategies: Corporate Level (Concept of Grand Strategies) , Business Level and Functional Level. - Guidelines for Crafting Successful Business Strategies III Strategy Analysis and Choice: [22%] - Corporate Level Strategy Analysis: BCG Matrix & GE 9 cell Matrix, - Business Level Strategy Analysis: Life Cycle Analysis, Porter's Five Forces of Industry Analysis - Concept of Strategic Decision Making. Subjective Factors in Strategic Choice and Process of Strategic Choice IV Strategy Implementation: [18 %] - Interrelation Between Strategy Formulation and Implementation - Aspects of Strategy Implementation - An overview of

Project, Procedural Implementation, Resource Allocation - Structural Implementation: An overview of: Structural Consideration, Structure for Strategies.

- Behavioral Implementation: An overview of: Leadership, Corporate Culture, Corporate Politics and Use of Power, Personal Values and Business Ethics.
Functional /Operational Implementation: An overview of: Functional Strategies. V Strategy Evaluation and Control : [13%] - An Overview of Strategic Evaluation and Control - Strategic Control and Operational Control - Techniques for Strategic Evaluation and Control - Role of Organizational Systems in Evaluation - Mc Kinsey's 7s Framework. VI. Cases in Strategic Management: [18%] - Minimum five cases encompassing the above topics to be analyzed and discussed in the class.

Cases to be incorporated in Question Paper