

B. Com. Semester V

Strategic Management – Syllabus

Unit	Title	Details of Topic
Unit I	Introduction	Stakeholders in Business, The I/O Model and Resource-based Model of Above Average Return, Vision, Mission and Purpose, Business Model and Strategy
Unit II	Environmental Analysis	External and Industry Environmental Analysis using PEST and Porter's Five-Force Model, Understanding concepts such as Key Success Factors, Driving Forces, Strategic Group Mapping
Unit III	Internal Analysis	Concept of Value Chain, SWOT Analysis, Resources, Capabilities and Competencies, Distinctive Competence and Core, Competence of Organizations, Competitive Advantage and Sustainable Competitive Advantage
Unit IV	Strategy Formulation	Strategy formulation at Business and Corporate levels, Diversification, Strategic Alliance and Joint Ventures, Mergers & Acquisitions, International Business Strategies
Unit V	Strategy Implementation and control	Functional Strategies and Policies, Institutionalizing the Strategy, Matching Structure and Strategy, Strategic Leadership and Organization Culture, Management of Change, Measurement of Performance, Balanced Scorecard, Corporate governance and Social Responsibilities

Books Recommended:

1. Contemporary Strategic Management, Robert Grant , Wiley India Pvt. Ltd.