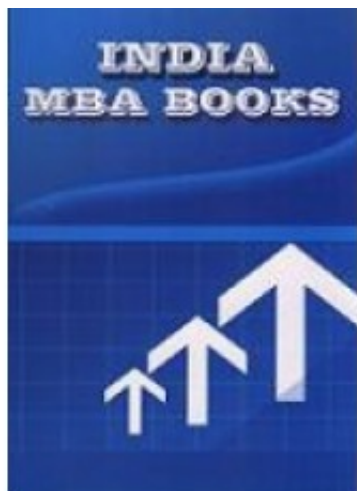


STRATEGIC MANAGEMENT OR PROJECT REPORT AND VIVA - VOCE



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6.4 STRATEGIC MANAGEMENT OR PROJECT REPORT AND VIVA - VOCE OBJECTIVE:

The Objective of this subject is to expose the students to the various strategic issues such as strategic

planning, implementation and evaluation etc. and preparation of project reports.

Unit 1: INTRODUCTION TO STRATEGIC MANAGEMENT

Introduction - Meaning and Definition – Need – Process of Strategic Management – Strategic Decision

Making – Business Ethics – Strategic Management.

Unit 2: ENVIRONMENTAL APPRAISAL

The concept of Environment – The Company and its Environment – Scanning the Environment,

Technological, Social, Cultural, Demographic, Political, Legal and Other Environments Forces. SWOT

Analysis – Competitive Advantage – Value Chain Analysis.

Unit 3: STRATEGIC PLANNING

Strategic Planning Process – Strategic Plans during recession, recovery, boom and depression – Stability

Strategy – Expansion Strategy – Merger Strategy – Retrenchment Strategy – Restructure Strategy – Levels

of Strategy – Corporate Level Strategy – Business Level Strategy and Functional Level Strategy –

Competitive Analysis – Porter's Five Forces Model.

Unit 4: IMPLEMENTATION OF STRATEGY

Aspects of Strategy Implementation – Project Manipulation – Procedural Implementation – Structural

Implementation – Structural Considerations –Organizational Design and Change – Organizational

Systems. Behavioral Implementation – Leadership Implementation – Corporate Culture – Corporate

Policies and Use of Power. Functional and Operational Implementation – Functional Strategies –

Functional Plans and Policies. Financial – Marketing – OPERATIONAL and Personnel dimensions of

Functional Plan and Policies – Integration of Functional Plans and Policies.

Unit 5: STRATEGY EVALUATION

Strategy Evaluation and Control - Operational Control - Overview of Management Control – Focus on Key

Result Areas.

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