

MBA(BE) II Year	MBA (BE)--C304		Semester-III		
	Strategic Management				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30(20+10)	70	100	03	40

OBJECTIVE: The Objectives of this course is to develop a holistic perspective of enterprise, critical from the point of view of the top executives.

- The nature of corporate strategy, Value of corporate strategy, Levels of strategy, Process of Strategic Management, Strategic Management in different contexts, Role of different strategists. **Case Study 1:** Nataliya A. Kravchenko Svetlana A (8Hours)
- Defining the Company Mission, Corporate Philosophy, Corporate Governance and Strategy, Strategy and Ethics. (8Hours)
- The External Environment analysis, Industry Analysis, organizational analysis during industry evolution, Globalization and Industry structure. . (8Hours)
- Formulating corporate strategies, Business level Strategies, Functional Strategies, Strategic choice, Strategy in the Global Environment. **Case Study 2:** A tough choice", Emerald Emerging Markets Case studies (8Hours)
- Implementing strategy, Designing organizational structure, Designing strategic control system, Strategic leadership, Structure and control to strategy, Implementing Strategic change, Technology Strategy. **Case study 2:** Satya Bharti School Program: the kaizen way. (8Hours)

SUGGESTED READINGS:

1. Charles, W.L.H., & Gareth, R. J. (2012). *Strategic Management Theory – An Integrated Approach*. USA: South Western Cengage Publishing, USA.
2. David, F. R. (2012). *Strategic Management A Competitive Advantage Approach Concepts*. Prentice Hall, New Delhi.
3. Jayarathnam, M. (2007). *Business Policy and Strategic Management*. Mumbai, India: Himalaya Publishing House, New Delhi.
4. Gerry, J., & Kevan, S. (2009). *Exploring Corporate Strategy*. Prentice Hall of India, New Delhi.
5. Singh, S.P. (2004). *Corporate Strategy*. AITBS. New Delhi.
6. Srinivasan. (2007). *Strategic Management: the Indian Context*. New Delhi, India: Prentice Hall of India, New Delhi.
7. **Case Study 1:** Nataliya A. Kravchenko Svetlana A. Kuznetsova, (2012), "A tough choice", Emerald Emerging Markets Case Studies, Vol. 2, Iss 7 pp. 1 – 10. Permanent link to this document: <http://dx.doi.org/10.1108/20450621211284624>.
8. **Case Study 2:** Jyoti Kainth, (2012), "Satya Bharti School Program: the kaizen way", Emerald Emerging Markets Case Studies, Vol. 2 Iss 8 pp. 1 – 13. Permanent link to this document: <http://dx.doi.org/10.1108/20450621211292382>.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.