



## MANIPAL UNIVERSITY JAIPUR

School of Business and Commerce  
Department of Business Administration  
Course Hand-out

Strategic Management | BB 1504 | 2 Credits | 2 0 0 2

Session: July 2018– Dec 2018 | Faculty: Ms. Archana Poonia | Class: BBA V 2018

**Course Objectives:** At the end of the course, students will be able to :

(1504.1). Describe the integrative model and the elements of strategic management process.

(1504.2). Explain the basic concepts, principles and practices associated with strategy formulation and implementation with multi-functional perspective for developing entrepreneurship.

(1504.3). Analyse the competitive situation and strategic dilemma in dealing with dynamic global business environment.

(1504.4). Be able to design corporate, business and functional strategies according to external environment and internal capabilities.

(1504.5). Analyse and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective.

(1504.6). Evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences.

### A.Syllabus

Introduction to the strategic management, Company's mission statement. Environmental Analysis & Diagnosis: Analysis of company's external environment analysis of specific Environment - Michael E. Porter's 5 Forces model, Michael E. Porter's Value Chain Analysis. Formulation of competitive strategies, Michael E. Porter's generic competitive strategies, Formulating Corporate Strategies Strategic analysis & choice, portfolio analyses – BCG, GE, Product.

### B.Text Books

- i. Azhar Kazmi & Adela Kazmi, Strategic Management, 4<sup>th</sup> Edition, McGraw Hill,
- ii. Saloner G, Shephard A and Podonly J *Strategic Management*, John Wiley and Sons 2005

