

## 4104. STRATEGIC MANAGEMENT

1. Introduction: Evolution of the concept of Strategy and Strategic Management – Definitions of Strategic management – Relationship between Strategy, Strategic Plan, and Strategic Management.
2. Strategic Management process: Establishing an organization's Mission and Vision – Internal and External Environment Analysis (SWOT Analysis) – Strategy Formulation – Strategy Implementation – Strategy Control.
3. Establishing Company Direction: Relationship between Vision, Mission, Goals and Objectives – Preparing mission Statements- Establishing Objectives.
4. Strategic Analysis: External – Industry and Competitive Analysis Internal – Evaluating Company Resources and Competitive Capabilities.
5. Strategy Formulation: Different Levels of Strategy – Operational Level – Business level – Corporate Level – Global Level. Linking Strategies with Ethical and Social Responsibilities.
6. Strategy Implementation: Hardware and Software of Strategies - Building the Organization – Strengths and Capabilities – the Framework for Implementing Strategies – the major Tasks – implementation Process. Managing the Internal Organization to Promote better Implementation – Linking Budget to Strategy – Creating Strategy supportive Policies and Procedures – Installing Support Systems.
7. Strategic Control: Different Tools and techniques of Control.

### Recommended Books

1. Arthur Thomas and A J Stick land. Strategic Management: Concepts and Cases, McGraw Hills
2. Alex Miller, Strategic Management, McGraw Hills.