

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)

Paper Name: STRATEGIC MANAGEMENT

Paper code: MIM702A:

Mode: Offline

Credits: 4

Aims of the course: The objective is to attain a comprehensive understanding of the basics of Strategic Management and its application

Course Objective: The course focuses on acquainting the students with the nature, scope and dimensions of Business Policy and Strategy Management Process.

Course Outcomes:

CO1: To realize the basics of Business policies

CO2: To recognize the Strategic management

CO3: To Illustrate the Strategic Management in business

CO4: To analyse the Strategic Implementation and social responsibility

CO5: To outline the Strategy Evaluation and Control

Sl	Course content	Mapped Module	Hours allotted
CO1	Strategic Management An Overview of Strategic management: Understanding Strategy, Scope and importance of strategies , mission - vision - goals – objectives- defining and explaining strategy, Levels at which strategy operates, strategic decision making, the process of strategic management.	M1	6
CO2	Strategy Formulation: Environmental Scanning, SWOT analysis, Internal and External environmental analysis, Competition Analysis: Porter's Five Forces Theory, Generic strategies, Competitive Advantage, Value chain analysis, Mckinesey's 7s frame work, Balance Score card, BCG matrix, PESTLE Analysis.	M2	8
CO3	Strategy Implementation: Strategy Implementation: Organisational Structure – Analyzing, managing strategic change, issues in strategy implementation. Strategy Implementation: Behavioural Issues - Leadership, Corporate culture, social responsibilities and Ethics.	M3	6
CO4	Strategy Evaluation and Control Designing Strategic Control System: Functional Issues – Operational/Production, marketing, financial and human resource management and Environmental factors, Information for strategic control, Techniques of strategic Evaluation and control, implementing strategic control.	M4	10
CO5	Business Policies: Introduction, overview of Business Policies, Importance of Business Policies, Definition of Business Policy. ,Procedure , Process and Types of Policies, Factors Considered before framing Policies, Steps involved in framing Business Policies .	M5	10

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Learning Outcome/ Skills:

In today's complex business organizations with intricate structures, students need to learn how to plan, implement and evaluate strategic management in the organization and department as well. They should also be aware of the implications of strategic decision making on business and broader macroeconomic environment. Understanding the impact of strategic management on long term and short term decision-making and overall efficiency is crucial for them.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	Strategic Management An Overview of Strategic management	6	15	1,2	NA
M2	Strategy Formulation	8	20	1,2,3	NA
M3	Strategy Implementation	6	15	1,2	NA
M4	Strategy Evaluation and Control Designing Strategic Control System	10	25	1,2,3	NA
M5	Business Policies	10	25	1,2,3	NA
Total Theory		40	100		
<u>TUTORIAL</u>		8			
TOTAL		48			

**Refer
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Book
s:**

1. Strategic Management – Anis Chattopadhyay – Taurean Publications

2. P.Subba Rao, Business policy and Strategic management , Himalaya publishing House.

3. Azhar Kazmi, Business Policy and Strategic Management,2e, Tata McGraw-Hill Publishing company Limited , 2016