**UHU030: BUSINESS STRATEGY**

**L T P Cr**

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**Course Outcome(s):** To provide an understanding of various business strategy concepts and different tools available for better comprehension of real life business environment. To assist the learners in analyse existing strategies and developing capabilities for innovative and practical strategic approaches.

**Introduction to Strategic Management:** Importance of Strategic Management**,** Vision and Objectives**,** Schools of thought in Strategic Management**,** Strategy Content, Process, and Practice**,** Fit Concept and Configuration Perspective in Strategic Management

**External Environments of Firm- Competitive Strategy:** Five Forces of Industry Attractiveness that Shape Strategy**,** The concept of Strategic Groups, and Industry Life Cycle**,** Generic Strategies**,** Generic Strategies and the Value Chain

**Internal Environment of Firm- Recognizing a Firm’s Intellectual Assets:** Core Competence as the Root of Competitive Advantage**,** Sources of Sustained Competitive Advantage**,** Business Processes and Capabilities-based Approach to Strategy

**Corporate Strategy and Growth Strategies:** The Motive for Diversification**,** Related and Unrelated Diversification**,** Business Portfolio Analysis**,** Expansion, Integration and Diversification**,** Strategic Alliances, Joint Ventures, and Mergers & Acquisitions

**Strategy Implementation: Structure and Systems:** The 7S Framework**,** Strategic Control and Corporate Governance

**Home Assignment:**

* Latest business events would be discussed in class and students should be ready to discuss these events (in groups). The topic will be mentioned beforehand. Students are required to meet in groups before coming to class and prepare on the topic.
* There will be periodic homework assignments relating to the course concepts or mini-cases. Specific instructions will be given separately.

**Final Project:**

Students (in groups) are required to work on a project and submit the project report and deliver presentation. The topic of the project will be given later.

**Course Learning Outcomes (CLOs) / Course Objectives (COs):**

Upon completion of this course, students will be able to:

1. Comprehend the fundamental concepts of strategic management.

2. Analyze business situations and can apply these concepts to solve business problems.

3. Appreciate the fundamental principles of and interrelationships among business functions such as: R&D, production, marketing, finance, HR and information technology.

4. Comprehend the inter-relationships of business to individuals, other organizations,

Government and society.

5. Develop capabilities to analyze complex, unstructured qualitative and quantitative problems,

Using appropriate tools.

**Text Books:**

1. Robert M. Grant (2012). *Contemporary Strategic Management*, Blackwell, 7th Edition.
2. Fred R. David (2011). *Strategic management: concepts and cases*, 13th ed.

**Reference Books:**

1. M.E. Porter, *Competitive Strategy*, 1980.M.E. Porter,
2. *Competitive Advantage*, 1985 Richard Rumelt (2011).

*Good Strategy Bad Strategy: The Difference and Why It Matters*.