

# Strategic Management

Max. Marks.: 100

Time: 3 Hrs

## Paper-7

**Note:** There will be three sections of the question paper. In section A there will be 10 short answer questions of 2 marks each. All questions of this section are compulsory. Section B will comprise of 10 questions of 5 marks each out of which candidates are required to attempt any seven questions. Section C will be having 5 questions of 15 marks each out of which candidates are required to attempt any three questions. The examiner will set the questions in all the three sections by covering the entire syllabus of the concerned subject.

## Course Inputs

- Unit-1 Strategic Management Process:** Defining Strategy, Levels at which Strategy operates, Approaches to Strategic Decision making, Process of Strategic Management, Roles of Strategists in Strategic Management; Mission and purpose, Objectives and goals, Strategic Business Unit.
- Unit-2 Environment and Organisational Appraisal:** Concept of Environment and its components. Environmental Scanning and Appraisal; Organisational appraisal-its Dynamics, Considerations, Methods and Techniques. Structuring Organisational Appraisal, SWOT Analysis.
- Unit-3 Strategy Formulation:** Corporate level Strategies; Grand Strategies, Stability Strategies, Expansion Strategies, Retrenchment Strategies, Combination Strategies, Corporate Restructuring; Business level Strategies and Tactics.
- Strategic Analysis and Choice:** The Process of Strategic Choice, Corporate Level Strategic Analysis, Business Level Strategic Analysis, Subjective Factors in Strategic Choice, Contingency Strategy, Strategic Plan.
- Unit-4 Strategy Implementation:** Inter relationship between formulation and Implementation. Aspects of Strategic Implementation, Project Implementation, Procedural Implementation, Resource Allocation.
- Strategy and Structures:** Structural Considerations, Structures for Strategies; Organisational Design and Change.
- Behavioural Implementation:** Leadership Implementation, Corporate Culture, Corporate Politics and Use of Power, Personal values and Business Ethics.
- Unit-5 Functional Implementation:** Functional Strategies, Functional Plans and Policies, Marketing Plans and Policies, Financial Plans and Policies, Personnel Plans and Policies, Operations Plans and Policies.
- Strategic Evaluation and Control:** An Overview of Strategic Evaluation and Control, Techniques of Strategic Evaluation and Control.