

M.Com - I
Semester No. I
901104 Strategic Management

Course Content:

Module No.	Topics / Chapters Name	% Weightage
I	Introduction to strategic management <ul style="list-style-type: none"> • Meaning of strategy & strategic management & characteristics of S.M • Process of S.M • Importance of Strategic Management • McKinsey's 7-S Framework • Strategic Fit and Intent • Levels of Strategy • Vision : Definition, characteristics and benefits • Mission : Definition, characteristics of mission statement • Difference between vision and mission 	25%
II	External environment analysis <ul style="list-style-type: none"> • Concept of Environment Analysis • Need for Environmental Scanning • Approaches to Environmental Scanning • Sources used for Environmental Scanning • Techniques for Environmental Scanning • PESTEL • 5 Forces Model (with reference to specific industry) 	25%
III	Analysis of internal resources <ul style="list-style-type: none"> • Resources, Capabilities, Core Competencies • Why is it important to have Internal Resources Analysis • Value Chain Approach (organization and industry) • Ansoff's Grid Model • BCG Model • SWOT 	25%
IV	Formulation, implementation & control of strategy <ul style="list-style-type: none"> • Approaches to Strategy Formation • 5 Generic Strategies (cost leadership, differentiation, combined, focus, best cost provider) • Interrelationship between formulation and implementation 	25%

	<ul style="list-style-type: none">• Integration : Forward and Backward• Diversification : Horizontal, Conglomerate, Concentric• Strategic Control & Operational Control	
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