

**71612 Strategic Management**

1. Introduction to strategic management
  - ◆ Meaning and features of strategy.
  - ◆ Meaning and nature of strategic management
  - ◆ Benefits and relevance of strategic management
  - ◆ Classes of decisions
  - ◆ Levels of Strategy.
  - ◆ Principles of good strategy.
  - ◆ Strategic management process
  - ◆ Limitations of strategic management
  
2. Mission , Goal and objectives
  - ◆ Meaning of Mission
  - ◆ Elements of Mission statement.
  - ◆ Formulation and communication of mission.
  - ◆ Mission and strategy
  - ◆ Meaning of objective, goal and target.
  - ◆ Importance of objectives
  - ◆ Guidelines for ideal objectives.
  - ◆ Factors affecting objectives.
  - ◆ Issues involved in objective setting.
  - ◆ Parameters used for setting objectives.
  - ◆ Critical success factors
  - ◆ Hierarchy of objectives.
  
3. Business environment analysis
  - ◆ Meaning of business environment.
  - ◆ Internal and external environment analysis
  
4. Grand strategies.
  - ◆ Meaning of various grand strategies
  - ◆ Dimensions of grand strategies.
  - ◆ Meaning of business level strategies.
  
5. Strategic implementation.
  - ◆ Meaning of Strategic implementation.
  - ◆ Aspects of Strategic implementation.
  - ◆ Steps in strategy implementation
  - ◆ Strategy structure relationship.
  - ◆ Role of organizational structure in strategic implementation.
  - ◆ Types of structure.

6. Strategic evaluation and control.
  - ◆ Meaning of strategic control, operational control and preventive control.
  - ◆ Essential features of effective evaluation and control system.
  - ◆ Contingency planning.
  
7. Related key concepts.
  - ◆ SWOT analysis
  - ◆ Cost leadership strategy
  - ◆ Differentiation and focus strategy.
  - ◆ Porter's 5 forces model.
  - ◆ Generic strategies to counter 5 forces.
  - ◆ P.E.S.T analysis.
  - ◆ GE/McKinsey Matrix.
  - ◆ BCG Growth - Share matrix
  - ◆ Ansoff matrix.
  - ◆ Resource audit.
  - ◆ Value chain analysis
  - ◆ Core competencies.
  - ◆ Disaster management and strategy.