

(2) Business Policy & Strategic Management

Course Contents

S.No.	Unit	Topic
1	Unit-1	Introduction to Business policy: Evaluation of business policy as a discipline, Nature of Business policy, Importance of business policy, Purpose of business policy, Objectives of business policy
2	Unit-2	<p>Strategic Management – an overview: Understanding Strategy, Definition & Explaining strategy, Strategic Decision making Process of Strategic Management, School of thought on Strategy Formulation</p> <p>Strategic Intent: Vision, Mission, Business Definition, Goals & Objective</p>
3	Unit-3	<p>Environmental Appraisal: Concept of Environment, Environmental Sectors, Environmental Scanning</p> <p>Corporate level strategies: Grand Strategies, Stability Strategies, Expansion strategies, Retrenchment strategies Combination Strategies</p> <p>Strategic Analysis & Choice: Corporate & Business Level Strategic Analysis, Contingency Strategies, Strategic Plans</p>
4	Unit-4	<p>Strategy Implementation: Interrelationship between formulation & Implementation, Project Implementation Resource Allocation, Organizational System, Corporate Culture, Social Responsibilities & Strategic Implementation</p> <p>Functional & Operational implementation : Functional Plan & Policies, Financial Plans & Policies, Marketing Plans & Policies</p>
5	Unit-5	<p>Strategic Evaluation & Control : Strategic Control, Operational Control, Role of Organizational System in Control</p> <p>Case Studies- Case Analysis & Presentation Mission & Mission Statement, Strategies, Approaches, Entrepreneurial, Strategic Decision Making, Adaptive search, Environmental & Internal</p> <p>resource Analysis- Environmental Scanning, SWOT Analysis (Internal & External Environment)</p>

Recommended books:

Wootton and Terryhorne: Strategic planning: The Nine Programme

1. John Tribe: Corporate Strategy for Tourism.
2. Prashad, L.M.: 2004, Business Policy and Strategic Management, Sultan chand & Sons.
3. Ghosh, P.K.: 2004, Strategic Planning & Management, Sultan Chand & Sons.