



Course Title: Business Policy and Strategic Management

Course Code: STRA302

Credit Units: 3

Course Level: UG

Course Objectives:

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

The objective of this course is to introduce students to the key concepts, tools and principles of business policy and strategic management.

- The course is designed to expand the student's capacity to integrate and appreciate the changes in the environment that shape the strategy of a business and lead to developing a competitive edge.
- Being an integrative course, it aims to develop the perspective of students towards understanding the culmination of different functional areas into building up of a corporate strategy.
- The purpose is to expose the students to the various approaches in crafting business strategy, tools that aid in reasoning carefully about strategic options, and learning how companies use what-if analysis to evaluate action alternatives and make sound strategic decisions.

Pre-requisites: The student should have basic understanding of the business environment – micro and macro environment that impacts the firms' strategies and decision making.

Student Learning Outcomes:

On successful completion of the course, the student will be able to

- Identify and recognise the various levels at which strategic decision making happens in an organization.
- Discuss and define the factors that shape the SWOT analysis of a firm and develop an environment appraisal that will lead to formulation of strategic plans.
- Analyze the suitability of strategies that firms have developed in the real world scenario to achieve valueable outcomes.

Course Contents/Syllabus:

	Weightage (%)
Module I: Introduction to Strategic Management and Strategic Intent	
<ul style="list-style-type: none">• Introduction to Strategic Management• Overview of Strategic Management Process• Levels of Strategy• Strategic direction-Vision and Mission• Business Definition	20
Module II: Strategic Analysis Models and Tools	
<ul style="list-style-type: none">• External Environment Appraisal using PESTEL• Competitor Analysis using Porter's 5-Forces model• Environmental Threat and Opportunity Profile (ETOP)• Value chain Analysis• Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP)• SWOT Analysis.	25
Module III: Strategic Formulation	
<ul style="list-style-type: none">• Strategic alternatives at corporate level: concept of grand strategies• Strategic choice models - Strickland's Grand Strategy Selection Matrix, Model of Grand Strategy Clusters, BCG, GE Nine Cell Matrix• Strategic alternatives at business level: Michael Porter's Generic competitive strategies,• Strategy as Simple Rules	25
Module IV: Strategic Implementation	
<ul style="list-style-type: none">• Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards• Structural Implementation: an overview of Structural Considerations• Behavioral Implementation: an overview of: Leadership and Corporate Culture• Mc Kinsey 7-S Framework• Establishing Strategic Control	15
Module V: Recent Developments	
<ul style="list-style-type: none">• Concept of Balanced Scorecard approach.• Importance of Corporate Social Responsibility & Business Ethics• Concept of Corporate sustainability	15

- Red Ocean and Blue Ocean Strategies

Pedagogy for Course Delivery:

The course design shall combine theoretical inputs through lectures and practical insights by way of case discussions and deliberations.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Case Studies	Assignment	Attendance	
Weightage (%)	10	10	5	5	70

Text

- Strategic Management, Formulation, Implementation & Control, Pearce, Robinson and Mittal (McGraw Hill), (12th Edition)

References:

- Concepts in Strategic Management & Business Policy, Wheelen and Hunger(Pearson), (13th Edition)
- Crafting & Executing Strategy, The Quest for Competitive Advantage, Thomson, Strickland, Gamble & Jain (McGraw Hill), (16th Edition)
- Strategic Management and Business Policy, Kazmi (McGraw Hill), (3rd Edition)
- Corporate Strategy, Lynch (Pearson), (4th Edition)
- Business Policy and Strategic Management, Jauch, Glueck & Gupta (Frank Brothers), (7th Edition)