

KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of BBA

BBA : V Semester

Strategic Management
(w.e.f. 2018 – 19 and onwards)

Teaching hours per week – 04 :	Maximum Marks	:	100 Marks
	Semester End Examination	:	70 Marks
	Internal Assessment	:	30 Marks

Course Outcome:

At the end of this course students will be able to:

1. Describe major theories, background work, concepts and research output in the field of strategic management.
2. Demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.
3. Demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organizational problems.
4. Develop capability of making their own decisions in dynamic business landscape.
5. Develop their capacity to think and execute strategically.

Syllabus

Module	Syllabus	HOURS
Module 1	Overview of Strategic Management <ul style="list-style-type: none">▪ Meaning and Nature of Strategic Management.▪ Benefits and Risks of Strategic Management.▪ The Strategic Management Process.▪ Corporate Social Responsibility.	08
Module 2	The External Environment <ul style="list-style-type: none">▪ The Strategically relevant components of a company's external environment.▪ Competitive Environment Analysis – Porter's five force model/C.K. Prahlad Model	10
Module 3	Internal Analysis <ul style="list-style-type: none">▪ SWOT Analysis.▪ Value chain Analysis.▪ Bench marking.	10

Module 4	Generic Competitive Strategies <ul style="list-style-type: none"> ▪ Long Term Objectives, Balanced Score Card. ▪ Generic Competitive Strategies – Low cost, Differentiation & Focus. ▪ Value Disciplines: Operational Excellence, Customer Intimacy and Product Leadership. ▪ Multi business Strategy: BCG Matrix. 	08
Module 5	Grand Strategies Grand Strategies- Concentrated Growth, Market Development, Product Development, Integration (Horizontal and Vertical), Diversification (Concentric & Conglomerate), Turnaround, Divestiture, Liquidation & Bankruptcy. Joint Ventures & Strategic alliances.	10
Module 6	Strategy Implementation, Control and Innovation <ul style="list-style-type: none"> ▪ Short term objectives, Functional tactics & Executive Bonus Compensation Plans. ▪ Organizational Structure.,Control 	08

TEXT BOOKS:

1. Strategic Management: Formulation, Implementation & Control
By John A Pearce II, Richard B Robinson, Amita Mital - Tata McGraw Hill, 10/e

REFERENCE BOOKS:

1. Strategic Management Concepts by Robert E Hoskisson and Michael A Hitt.
2. Strategic Marketing Management: planning, implementation and control by Colin Gilligan and Richard M S Wilson.
3. Strategic Planning and Management by James Mulungushi