

COO3B4 Business Policy and Strategic Management [4 Credits]

Learning Objective: Course will help the students to understand the relationships of organizations to their environments, the hierarchy of organizational objectives, structured as well as informal approaches to strategic planning, the integration of business functions, organizational structure, and policy implementation and evaluation.

UNIT 1: Introduction (12 Hours)

Evolution of Business Policy as a Discipline – The nature of Business Policy – The Importance of Business Policy – The purpose and objectives of Business Policy

UNIT 2: Strategic Management (12 Hours)

Concept of Strategy –Level of strategy-Strategic Management process –Strategic Intent-Vision –Mission – Goals and objectives .Environmental Appraisal-Concept-SWOT Analysis –Sources of Environmental Scanning .Organizational Appraisal-Concepts-Factors, Methods and Technique Used for Organizational Appraisal

UNIT 3: Corporate level strategy (12 Hours)

Expansion, stability, retrenchment, combination, integration, diversification, internationalism, cooperative and digitalization strategy, stability, retrenchment and restructuring – Case study for corporate level strategy.

UNIT 4: Concept of business level strategies (12 Hours)

Generic business strategies – Tactics for business strategies – Business strategy for different business condition – Business strategy and internationalism – Business strategy and digitization – Strategy evaluation and control- Techniques of strategic evaluation and control

UNIT 5: Indian approach to Management (12 Hours)

Development of management thought from industrial revolution /Scientific management /movement to electronic era and knowledge society of the 21st Century – concept of top management – Western style of management – Japanese style of management, QC's, TQM – Indian style – The Auxiliary Scriptures: The Ramayana, The Mahabharata – The Bhagavad-Gita: Jnana (knowledge) and Karma Samnyasa (renunciation) – Work and its secret.

Suggested Readings:

1. Harold Koontz, Heniz Wehrich "Essentials of Management An international Perspective" 13th edition – Tata McGraw Hill, Delhi,2010
2. Aswathappa K. Business Environment for Strategic Management, Text and Cases 7th Edition McGraw Hill Education,2003
3. Azhar Kazmi, Strategic management and business policy,3rd Edition,2008
4. Samuel C. Certo and J Paul Peter, Strategic Management, Mc. Graw Hill USA,1991
5. Peter F. Drucker, Management: Tasks, Responsibilities, Harper Collins Publishers 1st edition ,1986
6. Devdutt Pattanaik, Business Sutra: A Very Indian Approach to management. Aleph Book Company,2013