

4. Financial Management, S.C Kuchhal (Chitanya Publishing House)
5. Financial Management, Sharma & Shashi Gupta (Kalyani Publishers)
6. Fundamentals of Financial Management, James C. Vanhorne (Prentice hall of India)
7. Indian Financial System, Phatak
8. Investment Management; Preeti Singh (Himalaya Publishing House)
9. Financial Management-Principles and Practice; G.Sudarsana Reddy (Himalaya publishing House)
10. Financial Management- Dr.P.C.Tulsian (S.Chand & Co Lt)
11. Fundamentals of Financial Management- Vyuptakesh Shavam (Pearson)

**B. COM  
SEMESTER –VI  
Business Management  
Major 3  
STRATEGIC MANAGEMENT**

(100 Marks – 75 Lectures)

**UNIT I – CORPORATE LEVEL STRATEGIES** (16 Marks – 14 Lectures)

1. Stability Strategies: Meaning, Reasons
2. Growth Strategies: Meaning, Reasons
3. Turnaround & Retrenchment Strategies: Meaning , Reasons, Types
4. Combination Strategies: Meaning, Reasons

**UNIT II – BUSINESS GROWTH** (24 Marks – 20 Lectures)

1. Indicators of Growth
2. Reasons for Growth
3. Risks of Growth
4. Growth Strategies:
  - i. Intensive: Meaning, Types
  - ii. Integrative: Meaning, Types
  - iii. Diversification: Meaning, Types
  - iv. Mergers & Acquisition: Meaning, Types, Distinction between mergers & acquisition
5. Synergy: Meaning

**UNIT III – SBU LEVEL STRATEGIES** (20 Marks – 14 Lectures)

1. Generic Competitive Strategies: Cost Leadership, Differentiation, Focus
  - Type 1 : Cost Leadership – low cost
  - Type 2 : Cost Leadership – best value
  - Type 3 : Differentiation
  - Type 4 : Focus – low cost
  - Type 5 : Focus - best value
2. Offensive Strategies: Meaning, Six Ways of Offensive Strategies
3. Defensive Strategies: Meaning
4. First Mover Advantage: Meaning
5. Outsourcing: Meaning

**UNIT IV – GLOBALISATION** (20 Marks – 14 Lectures)

1. Definition, Meaning
2. Stages of Globalisation
3. Factors favouring Globalisation
4. Obstacles to Globalisation
5. Strategies of Globalisation

**UNIT V – STRATEGIC CHANGE MANGEMENT  
Lectures)**

**(20 Marks – 13**

1. Change: Meaning, Definition
2. Dimensions of Change
3. Barriers to Change
4. Implementation of Strategic Change
5. Resistance to Change
6. The Change Process

**Books for Study and Reference:**

- 16) Lawrence Jauch & William G Luck: Business Policy & Strategic Management
  - 17) Michael Porter: Competitive Advantages
  - 18) Alex Miller & Irwin: Strategic Management (Mc Graw Hill)
  - 19) P. Subba Rao: Strategic Management (Himalaya Publishing House)
  - 20) Alfred A Marcus: Management Strategy (Tata Mc Graw Hill)
  - 21) Francis Cherunilam (Himalaya Publishing House)
  - 22) Gupta V Gollakotak & Srinivasan: Business Policy & Strategic Management (New Delhi- Prentice Hall of India)
  - 23) Pearce J A & Robinson Jr. R B (1995): Strategic Management – Strategy Formulation & Implementation (Prentice Hall of India)
  - 24) R Srinivasan: Strategic Management
  - 25) Fred R David: Strategic Management – Concepts & Cases (PHI Learning)
  - 26) Mason A Carpenter, Wm Gerard Spanders & Prashant Salwan: Concepts & Cases – Strategic Management – A Dynamic Perspective (Pearsons Publication)
  - 27) G. Sudarsana Reddy: Strategic Management (Himalaya Publishing House)
  - 28) Ravi M Kishore: Strategic Management – Text & Cases (Taxmann's)
  - 29) Thomas L Wheelan, David Hunger & Krish Rangarajan: Concepts in Strategic Management & Business Policy (Pearsons Publication)
  - 30) Samuel C Certo & Paul Peter: Strategic Management – A focus on Process (Tata Mc Graw)
- Sanjay Mohapatra: Case Studies in Strategic Management – A Practical Approach (Pearsons)