

# 7<sup>th</sup> SEMESTER

## IMB 701 BUSINESS STRATEGY

### **Module - I: Introduction**

Concept of strategy, Vision, Mission, Goal, Objective, Strategic Management Process, Strategic planning :an overview, Modes of strategic decision making, Strategic intent, Hierarchy of strategy.

### **Module - II: Strategy formulation.**

Environmental Scanning, SWOT analysis, Internal and External environmental analysis, Competition Analysis: Porter's Five Forces model, Generic strategies, Competitive Advantage, Charting core competence, Value chain analysis, Balance Score card.

### **Module - III: Strategic Implementation**

Strategic alternatives- Stability, Growth, Turnaround, Retrenchment, Diversification- Reasons for diversification, Types of diversification, Vertical integration, Horizontal integration, Strategic alliance, Merger and Acquisition, Types of M&A , Issues related to M&A, Business Portfolio analysis– BCG & GEC matrix

### **Module-IV Strategic Evaluation and control**

An overview of Strategic evaluation and control, Participants in strategic evaluation, barriers in Evaluation, Strategic control vs. operational control, Types of strategic control

### **Recommended Books:**

1. Strategic Management & Business Policy, Kazmi, TMH
2. Strategic Management, R. Srinivasana-PHI
3. Corporate Strategy, Lynch, Pearson
4. Strategic Management, Haberberg & Rieple, Oxford
5. Strategic Management & Entrepreneurship, D.Acharya & A. Nanda, HPH
6. An Integrated approach to Strategic Management, Hill & Jones, Cengage