

STRATEGIC MANAGEMENT IN CONSTRUCTION

MODULE-1

Introduction to Strategic Management Concepts, Strategy Formation and Implementation, External and Internal Environment Analysis,

MODULE-2

Financial Strategies, Decision and Analytical Tools, Corporate Strategic Events, Leadership and Decision-making, Corporate Social Responsibility.

REFERENCES

1. David Langford, Steven Male, Strategic Management in Construction, 2nd Edition, John Wiley and Sons, 2008.
2. Richard Fellows, Construction Management in Practice, 2nd Edition, Blackwell Science, 2001.

TENTATIVE
Likely to be Modified