



# C. U. SHAH UNIVERSITY, Wadhwan City



Faculty of: Commerce

Bachelor of Commerce

SEMESTER: Sem - V

CODE: 4CO05SMA1

Name: Strategic Management - I

## Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Theory	Tutorial	Practical	Total	Sessional	University	Total
4	0	0	4	30	70	100

**Objective:** To familiarize the learners with the concept of strategic management and understand the significance of managing the business strategically in the current business environment, To familiarize the learners with the strategies at corporate, business and functional levels, To understand and analyze the firm's external environment, the resources and thus carrying out SWOT analysis for strategy formulation

**Prerequisite:** Basic Knowledge of Management

## Course outline

Sr. No.	Course Contents	Number of Hours
1	<b>Strategic Management:</b> An Introduction Stakeholders in Business; The I/O Model and Resource-based Model of Above Average Return, Vision, Mission and Purpose; Business Model and Strategy	10
2	GE-9 Cell Modem, BCG Matrix, 7-s model, Concept of environment, External environment, General Environment, Industry Environment, Five force model of Competition, Competitor Analysis	10
3	Internal Analysis, Outcomes from External & Internal Analysis, The context of Internal Analysis, Challenges of Internal Analysis, Components of Internal Analysis, Resource, Capabilities and Core Competencies, Value Chain Analysis, Out Sourcing	15
4	Strategy Implementation, Nature of Strategy Implementation, Barriers to Strategy Implementation.	5
5	Institutionalising the Strategy, Matching g Structure and Strategy , Types of Structure,	5
	<b>Total Hours</b>	45



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## Learning Outcomes

**Theoretical Outcome** Understanding the importance of Strategic Management.

**Practical Outcome** To understand strategic control system to monitor the strategy implementation process, to get acquainted with various strategies adopted by firms to successfully compete with their rivals

## Teaching & Learning Methodology

- (A) Lectures
- (B) Case Studies
- (C) Class Participation

## Books Recommended

1. **'Crafting and Executing Strategy: The Quest for Competitive Advantage Concept and Cases\*\*'**, Arthur A. Thompson, A. J. Strickland, John E. Gamble and Arun K. Jain, Tata McGraw-Hill, NewDelhi
2. **'Management of Strategy: Concepts and Cases'**, Michael Hitt, Robert E. Hoskisson, and R. Duane Ireland, Cengage Learning.
3. **'Contemporary Strategic Management'**, Robert Grant, Wiley India Pvt. Ltd.

## E-Resources

1. [www.managementstudyguide.com/strategic-management.htm](http://www.managementstudyguide.com/strategic-management.htm)
2. [www.en.wikipedia.org/wiki/Strategy\\_formulation](http://www.en.wikipedia.org/wiki/Strategy_formulation)