



# C. U. SHAH UNIVERSITY, Wadhwan City



**FACULTY OF:** Commerce

**Bachelor of Commerce**

**SEMESTER:** Sem - VI

**CODE:** 4CO06SMA1

**Name:** Strategic Management - II

## 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	Strategy formulation at Business Level, Customer relationship to business level strategy, Purpose of business level strategy, Types of business level strategy, Differentiation Strategy, Factors that Drive Focused Strategies, TQM	10
2	Strategy Formulation at corporate level, Levels and types of diversification, Reasons for diversification,	10
3	Acquisition and restructuring strategy, reasons for acquisition, problems in achieving acquisition success, LBO	10
4	Formulation of International Strategy, Formulation of Cooperative Strategy	5
5	Strategy Implementation Operationalising the strategy, Functional Strategies and Policies, Institutionalizing the Strategy, Matching Structure and Strategy, Strategic Leadership and Organization Culture; Management of Change.	10
	<b>Total Hours</b>	45

## Learning Outcomes

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



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**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

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