

## MCM-203 BUSINESS POLICY AND STRATEGIC MANAGEMENT

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**Course Objective: The objective of the course is to develop an understanding of the Strategic Management process in a dynamic and competitive global environment.**

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### **Block-1 Business Policy and Overview**

Unit-1 Business Policy — Nature, Objective and importance

Unit-2 Business and Society

Unit-3 Business Policy and Corporate Strategy

### **Block-2 Strategic Management and Planning**

Unit-4 Strategic Management: Objectives and Policies

Unit-5 Basic Model of Strategic Management and Strategic Decision Making

Unit-6 Tools and Process of Strategic Management

### **Block-3 Strategy Formulation**

Unit-7 Environment Appraisal

Unit-8 Organisational Appraisal

Unit-9 Corporate Level Strategies

### **Block-4 Strategic Analysis and Implementation**

Unit-10 Strategic Analysis and Decision Making

Unit-11 Strategy Implementation

Unit-12 Functional and Operational Implementation

### **Block-5 Strategy Evaluation and Control**

Unit-13 Strategy Evaluation and Control

Unit-14 Strategy and Technology Management

Unit-15 New Approaches in Strategic Management

### **Suggested Readings:**

1. A A Thompson Jr., A J Strickland III, J E Gamble, *Crafting & Executing Strategy-The Quest for Competitive Advantage*, Tata McGraw Hill, 4th ed., 2005.
2. Ranjan Das, *Crafting the Strategy: Concepts and Cases in Strategic Management*, Tata McGraw Hill, 2004.
3. A Kazmi, *Business Policy & Strategic Management*, Tata McGraw Hill.
4. V S P Rao & V. Hari Krishna, *Strategic Management*, Excel Books.
5. Lomash, *Business Policy & Strategic Mgmt*, Vikas Publishing House
6. Ranjan Das, *Crafting the Strategy*, Tata McGraw Hill.
7. P. K. Gupta, *Corporate Strategic Management*, EPH.