

BUSINESS POLICY & STRATEGIC MANAGEMENT



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Unit-2 Company Mission & Vision: Setting of Objectives, Environment Analysis, Types of Components of Environment, Importance of SWOT Analysis.

Unit-3 Industry Analysis, Competitive form & Strategies, Forecasting the Business Environment: Need, Step Techniques & management Forecasts. Multinational Environment: Characteristic of MNC's, Challenges.

Unit-4 Strategy & Objective: Long term objectives, Analysis & Implementation of Strategies: Techniques.

Unit- 5 Guiding, Evaluating & Controlling Strategies Challenges of Change, The key success factors