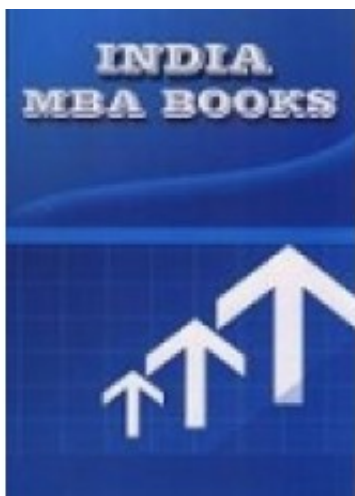


Strategic Management



Brand: Mehta Solutions
Product Code: 20IMG23C1
Weight: 0.00kg

Price: Rs600

Short Description

Strategic Management Rohtak UNIVERSITY

Description

Management SOLVED PAPERS AND GUESS

Strategic

Product Details: Rohtak UNIVERSITY Strategic Management

Format: BOOK

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other **Rohtak UNIVERSITY** book solutions now mehta solutions brings top solutions for **Rohtak UNIVERSITY Strategic Management REPORT** book contains previous year solved papers plus faculty important questions and answers specially for **Rohtak UNIVERSITY** .questions and answers are specially design specially for **Rohtak UNIVERSITY** students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

Case studies solved

New addition fully solved

last 5 years solved papers with current year plus guess

PH: 07011511310 , 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

Strategic Management

UNIT-I

Introduction to Business Policy and Strategic Management: Definition, Concept, Objective and Significance, The levels at which strategy operates, Characteristic of Strategic Management, An Overview: Strategic Management Process, Concept of Strategic Decision Making. Defining strategic intent: Vision, Mission, Business definition, Goals and Objectives.

UNIT-II

Environment Appraisal: Concept and Environmental Sector; PEST Analysis, Organizational Appraisal: Concepts and Capability Factors; Porter's Value Chain Model, Framework for developing Strategic Advantage, SWOT Analysis as a Tool for assessing Organizational Capabilities and Environment Opportunities, Type of Strategies: Corporate Level (Concept of Grand Strategies), Business Level and Functional Level., Guidelines for Crafting Successful Business Strategies. Strategy Analysis and Choice: Corporate Level Strategy Analysis: BCG Matrix and GE 9 cell Matrix, Business Level Strategy Analysis: Life Cycle Analysis, Porter's Five Forces of Industry Analysis, Concept of Strategic Decision Making, Subjective Factors in Strategic Choice and Process of Strategic Choice

UNIT-III

Strategy Implementation: Interrelation Between Strategy Formulation and Implementation, Aspects of Strategy Implementation, An overview of Project, Procedural Implementation, Resource Allocation, Structural Implementation: An overview of: Structural Consideration, Structure for Strategies, Behavioural Implementation: An overview of: Leadership, Corporate Culture, Corporate Politics and Use of Power, Personal Values and Business Ethics, Functional /Operational Implementation: An overview of: Functional Strategies.

UNIT-IV

Strategy Evaluation and Control: An Overview of Strategic Evaluation and Control, Strategic Control and

Operational Control, Techniques for Strategic Evaluation and Control, Role of Organizational Systems in Evaluation, McKinsey's 7s Framework