

Strategic management



Brand: Mehta Solutions
Product Code: dba7303
Weight: 0.00kg

Price: Rs500

Short Description

Strategic management SOLVED PAPERS AND GUESS

Description

Strategic management SOLVED PAPERS AND GUESS

Product Details: anna university Strategic management SOLVED PAPERS AND GUESS

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 **anna university** book solutions now mehta solutions brings top solutions for **anna university Strategic management BOOK** contains previous year solved papers plus faculty important questions and answers specially for **anna university** .questions and answers are specially design specially for **anna 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

FULLY SOLVED BOOK

DBA 7303 Strategic management

UNIT I STRATEGY AND PROCESS - Conceptual framework for strategic management, the

Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility-case study.

UNIT II COMPETITIVE ADVANTAGE - External Environment - Porter's Five Forces

Model-Strategic Groups Competitive Changes during Industry Evolution- Globalisation and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies–core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies-Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.

UNIT III STRATEGIES - The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy-Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT

Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model - Distinctive

competitiveness - Selection of matrix - Balance Score Card-case study.

UNIT IV STRATEGY IMPLEMENTATION & EVALUATION - The implementation

process, Resource allocation, Designing organisational structure-Designing Strategic Control Systems- Matching structure and control to strategy -Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.

UNIT V OTHER STRATEGIC ISSUES - Managing Technology and Innovation-Strategic

issues for Non Profit organisations. New Business Models and strategies for Internet Economy-case study

Details

1. Books by courier

2. Delivery in 5-7 days

3. Courier india only

4. Rating of product : largest selling