

# Strategic Management



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**Strategic Management SOLVED PAPERS AND GUESS**

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**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

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Unit I: Introduction to business policy: Evolution – Nature – Purpose – Importance and the objectives of business policy – An overview of strategic management – Policy – Strategy – Tactics – Levels of strategy – Strategic decision making – Strategic management – Process of strategic management – Strategists and their role in strategic management.

Unit II: Strategy formulation: Strategic intent – Vision – Mission – Business definition – Goals and objectives – External environment – Market – Technological – Supplier – Economic – Regulatory – Political – Socio-cultural and international environment – Techniques of environmental analysis – Organizational analysis – Organizational capability profile (OCP) – Strategic Advantage Profile (SAP).

Unit III: Strategy alternatives: Corporate level strategies – Grand strategies – Stability – Expansion – Retrenchment – Combination – Business level strategies – Porter's generic business strategies.

Unit IV: Strategic analysis and choice: Corporate level strategic analysis – Boston Consulting Group (BCG) matrix – General electric (GE) nine cell matrix – SWOT analysis – Business level strategic analysis – Michael Porter's five force model - SPACE.

Unit V: Strategy implementation and evaluation: Project and procedural implementation – Resource allocation – Structural – Behavioural – Functional and operational implementation - Strategic evaluation and control.

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