

# STRATEGIC MANAGEMENT



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**STRATEGIC MANAGEMENT**

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Strategic Management: Definition- Strategic Management Process- Developing a Strategic Vision- Mission Statement - Establishing objectives- Policies-Factors that Shape a Company's Strategy- Crafting a Social Responsibility Strategy.

## **UNIT: II**

Strategic Position: Evaluating a company's external environment- Framework for Competitor Analysis- Evaluating Company's Resources and Competitive Capabilities- SWOT Analysis- Value chain Analysis- Sustaining Competitive Advantage - Core Competencies.

## **UNIT: III**

Strategic Alternatives: Porter's Generic Strategies- BCG Matrix- GE Model-TOWS Matrix-IE Matrix-The Grand Strategy Matrix- Creating Value through Diversification- Different Types of Diversification Strategies- Related and Unrelated Diversification- Vertical Integration and Horizontal Strategies-Offensive and defensive Strategies- Product and Market Diversification- Merger and Acquisition Strategies - Strategic Alliances.

## **UNIT: IV**

Strategy Formulation: Strategies for Competiting in Emerging Industries, Fragmented Industries- Maturing Industries - Stagnant Industries - Weak and Crisis Ridden Firms- Turnaround Strategy.

## **UNIT: V**

Strategy Implementation: Strategy and Structure- Strategy and Leadership- Strategy and Culture - Strategy Evaluation and Control: Establishing Strategic Controls for Measuring Performance - Qualitative and Quantitative Bench Marking to Evaluate Performance.

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