

SD COLLEGE HOSHIARPUR
PG DEPARTMENT OF COMMERCE
LECTURE PLAN FOR THE SESSION 2022-23

Class	M.Com (SEMESTER- VI)
Subject name and code	MC 206 : Business Policy and Strategic Management
Max. Marks and duration of exam.	100 (Theory:80, Internal Assessment:20) and 3 hours
Duration of lecture	45 minutes per day
No. of lectures delivered per week	6 lectures
Submitted by	MS Mehak , PG Department of Commerce

Course Objective: :The objective of the course is to help the students develop an understanding of the basic inputs in making and implementing corporate strategic decisions and also familiarize them with the issues and practices involved.

UNIT-I

Topics	Content	Specific objectives	Methods and Techniques	Resource and links
Strategic Management and Intent	Strategic Management - An Introduction - Evolution of business policy as a discipline. Strategy and the Quest for Competitive Advantage: Military origins of strategy – Evolution.	The course structure gives an insight into the strategic planning process done by organizations. The student is required to learn basics of that how a strategy is formed and finally implemented by organizations.	Class room teaching with example PowerPoint Presentations Case studies Google class	1. William J Gluek&Jauch G&J, Business Policy & Strategic Management, Tata McGraw Hill 2. Kazmi, Business Policy & Strategic Management, Tata McGraw Hill 3. Thomson & Strickland, Strategic Management: Concept &Cases , Tata McGraw Hill
Strategic management	- Concept and Characteristics of			INTERNET WEBSITES

	strategic management – Defining strategy – Mintzerbg’s 5Ps of strategy			www.slideshare.in www.scribd.com www.managementparadise.com
Internal Appraisal	Corporate, Business and Functional Levels of strategy			
Corporate Level Strategies	Strategic Management Process.			

Unit -II

Topics	Content	Specific objectives	Methods and Techniques	Resource and links
Business Level Strategies	Strategic Options Porter’s Generic Strategies Integration Strategies, Intensive Strategies.	The course structure gives an insight into the strategic planning process done by organizations. The student is required to learn basics of that how a strategy is formed and finally implemented by organizations.	Class room teaching with example PowerPoint Presentations Case studies Google class	1. A A Thompson Jr., A J Strickland III, J E Gamble, Crafting & Executing Strategy – The Quest for Competitive Advantage, Tata McGraw Hill. 2. Ranjan Das, Crafting the Strategy: Concepts and Cases in Strategic Management, Tata McGraw Hill.
Strategic Analysis and Choice	Diversification and Differentiation Strategies, Functional Strategy - Manufacturing, Financial, Marketing, Human Resource, Research & Development. . Strategic Intent & Strategy Formulation: Vision, mission and purpose – Business			3. Henry, Mintzberg, Bruce, Ahlstrand and Joseph, Lampel, Strategy Safari, Free Press, New York. 4. Gary, Hamel and Prahalad, C. K.. Competing for the Future, HBS Press

	definition, objectives and goals – Stakeholders in business and their roles in strategic management			
Corporate Social Responsibility	Corporate Social Responsibility, Ethical and Social Considerations in Strategy Development.			

Unit -III

Topics	Content	Specific objectives	Methods and Techniques	Resource and links
Strategy implementation	Strategy implementation - Project implementation – Procedural implementation – Resource Allocation – Organization Structure – Matching structure and strategy.	The course structure gives an insight into the strategic planning process done by organizations. The student is required to learn basics of that how a strategy is formed and finally implemented by organizations.	Class room teaching with example PowerPoint Presentations Case studies Google class	5. Ed. C.A. Montgomery, M.E. Porter, Strategy – Seeking and Securing Competitive Advantage, Harvard Business Review Publications. 6. Peter F. Drucker, Managing in a Time of Great Change, Truman Talley Books/Plume Penguin Group.
Behavioral issues in implementation	Behavioral issues in implementation – Corporate culture – Mc Kinsey’s 7s Framework - Concepts of Learning Organization			INTERNET WEBSITES www.slideshare.in www.scribd.com www.managementparadise.com

Strategy Evaluation	Strategy Evaluation - Importance - Symptoms of malfunctioning of strategy - Organization anarchies			
Strategic Control - Measurement	Operations Control and Strategic Control - Measurement of performance - Analyzing variances - Role of organizational systems in evaluation..			

Unit -IV

Topics	Content	Specific objectives	Methods and Techniques	Resource and links
New Business Models and strategies	New Business Models and strategies for Internet Economy: Shaping characteristics of E-Commerce environment – E-Commerce Business Model and Strategies –	The course structure gives an insight into the strategic planning process done by organizations. The student is required to learn basics of that how a strategy is formed and finally implemented by organizations.	Class room teaching with example PowerPoint Presentations Case studies Google class	Kazmi, A, Business Policy and Strategic Management, Tata Mcgraw Hill, New Delhi. 8. Wheelen, T.L. and Hunger, J.D, Strategic Management and Business Policy, Pearson Education, (LPE), New Delhi.
E-Commerce	E-Commerce Business Model and Strategies – Internet Strategies for Traditional Business – Key success factors in			INTERNET WEBSITES www.slideshare.in www.scribd.com www.managementparadise.com

	E-Commerce – Virtual Value Chain.Learning Organization			
Case Studies	Cases in strategic management. A minimum of 10 cases encompassing the above topics to be analyzed and discussed in the class. Cases to be incorporated in the Question Paper			

QUESTION BANK

LONG QUESTIONS

Define strategic management and discuss in detail its various characteristics.

Give a comprehensive account of strategic management process.

What is diversification ? What are its types and explain reasons for diversification ?

Write in detail the research and development policies and plans.

Write short notes on any **two** :

- (i) Strategic intent and strategy formulation.
- (ii) Corporate Social Responsibility.
- (iii) Business definition, objectives and goals.

Explain strategy implementation and add a note on relationship between strategy formulation and implementation.

Define '7-S' model. How it helps in reducing the difficulties in strategy implementation ? Explain.

Write short notes on any **two** :

- (i) Organizational anarchies.
- (ii) Role of organizational systems in evaluation.
- (iii) Strategic control.