

SARDAR PATEL UNIVERSITY
Programme & Subject: Master of Labour Welfare (MLW)
Semester: III
Syllabus with Effect from: June - 2015

Paper Code: PA03CMLW04	Total Credit: 4
Title Of Paper: Strategic Management	

Unit	Description in Detail	Weightage (%)
I	<p>Introduction to Strategic Management & Business policy</p> <p>Strategic management: what is strategy and Business policy, why strategic management, strategic management in multi & Small Business Units (SBU).</p> <p>Strategic Management elements & model :</p> <p>Strategic intent, Elements of Strategic mgt mission and objective –why , how are they formulated, why do they change, examples of mission / objectives, Budgets, Procedures, Mintzberg model of decision making, strategic Decision making process,</p> <p>Corporate Governance & Social Responsibility</p>	30%
II	<p>Scanning the Environment</p> <p>General Environment: Identifying External environment Variables; economic factors, Technological factors, Social factors, porters approach to industry analysis, drawing and Industry Matrix / etop ; global competition.</p> <p>Internal Analysis and Diagnosis, VRIO frame work: (VRIO – Value, Rareness, Imitability, Organization)</p> <p>Competitive Advantage, Value chain Analysis, Internal factors to be analyzed – Marketing & distribution factors , R & D factors, Production and operation factors, corp. Resource & Personnel factors, finance factors, diagnosing strength & weaknesses of an organization Human Resource mgt (HRM) Issues, Developing a IFAS (Internal factor Analysis Summary)</p> <p>SWOT Analysis & TWOS Matrix</p>	30%
III	<p>Strategy Formulation</p> <p>Generic Strategic Alternatives: Basis: Porters Generic strategies; Direction Expansion, Stability, Retrenchment and combination strategies – When and how do companies choose them? Timing tactics and market location tactics.</p> <p>Strategy Variation: Internal & External alternatives to strategies, (Concentric Strategies – Vertical Integration, Diversification Strategies) Related / Unrelated , Horizontal /Vertical , Active Methods / Passive Alternative International Entry strategies – Acquisitions, Mergers and Joint ventures, - Factors which are important legal & Human Considerations</p>	20%
IV	<p>Strategy Implementation and Control</p> <p>Corporate level Decision Making: Strategic Choice and implementation ; Analytical Tools – BCG Matrix , G E Business – Screen , International Portfolio Analysis, Key country Matrix ;</p>	20%



Parenting matrix	
other strategic issues : Strategic issues in managing technology and innovations, Role of mgt, environment scanning, Formulation, Evaluation and control ; Strategic issues in entrepreneurial ventures & small Businesses & in non profit organization.	

Basic Text & Reference Books:-

- Thomas L Wheelen & J David Hunger Strategic Mgt & Business policy pearson Publication , 8th Ed.
- Gupta , Golekota & Srinivasan Business policy & Strategic Mgt.
- Milliam J Glveck & Jauch (G & J) Business policy & Strategic Mgt by
- R Srinivasan Strategic mgt – The Indian context –Prentice Hall
- Michael A Hitt, R Duana Iveland & Robert E Hoskisson (H.H) Strategic mgt – competitiveness & Globalization

