

**SARDAR PATEL UNIVERSITY**  
**Programme & Subject: PGDBM**  
**Syllabus with Effect from: June - 2015**

<b>Paper Code: Paper - IV</b>
<b>Title of Paper: Strategic Management</b>

Unit	Description in Detail	Weightage (%)
I	<b>Strategic Management</b> Nature of strategy Elements of strategy Characteristics of effective strategy Hierarchical levels of strategy Meaning and definition of strategic management Strategic management process Benefits of strategic management Reasons for failure of strategic management	
II	<b>Strategic Intent</b> Nature of strategic intent Attributes of strategic intent Purpose of strategic intent Strategic intent process Vision Mission Objectives	
III	<b>Analysis of External Environment</b> Nature of environment Objectives of environment appraisal Process of environment analysis Competitive environment New forces driving the new economy Strategic group within industries	
IV	<b>Analysis of Internal Environment</b> Process of internal environment appraisal Strength and weakness- What they convey? Measuring Strength and weakness Distinctive competencies and competitive advantage SWOT analysis Value chain analysis Sustaining competitive advantage	
V	<b>Corporate level Strategy</b> Nature of corporate level strategy Growth strategy Integration Diversification strategy	
VI	<b>Stability and Retrenchment Strategies and Corporate Restructuring</b> Nature of stability strategy Retrenchment strategies Nature of corporate restructuring Types of corporate restructuring	



	Major categories of corporate restructuring	
VII	<b>Strategy Evaluation and Control</b> Nature of strategy evaluation Benefits of strategy evaluation Types of organizational control Characteristics of an effective evaluation system Strategic audit	
VIII	<b>Strategy Implementation</b> Nature of strategy implementation Interrelationship between formulation and implementation Issues in strategy implementation Method of resource allocation Project implementation Procedural implementation	

**Basic Text & Reference Books:-**

- ‘Strategic Management’ By G. Sudarsana Reddy, Himalaya Publication.
- ‘Management Policy and Strategic Management’ (Concepts, Skills and Practices) By, R. M. Srivastava, Himalaya Publication.

