

Name of College: S. R. Luthra Institute of Management						
Faculty		Management		Program	Master of Business Administration (M.B.A.)	
Year		I		Version	2.0	
Semester		2		Effective From	July 2026	
Course Code	MMBA21206	Course Name	Strategic Management (SM)			
Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	CCE	SEE	Total
4	4	0	0	50	50	100

Course Outcomes:

CO	Student will be able to
CO1	Analyse the internal and external business environment for effective strategic decision-making.
CO2	Examine business-level and corporate-level strategies of domestic and international organisations.
CO3	Explain strategy formulation, implementation and control concepts and tools.
CO4	Analyse an ethically, environmentally, and socially sensitive approach to strategic decision making in a dynamic business environment.

Mapping Course Outcomes to Program Outcomes:

CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	1	1	2	1
CO2	3	3	1	1	2	1
CO3	3	3	1	1	2	2
CO4	2	2	2	2	2	3



Sr. No.	Module	Description	CO	Marks	Hours
1	I	Strategic Management: An Introduction	1	12	15
		• Vision, Mission, Business Model and Strategy • Strategic Management Process • Stakeholders in Business • Types of strategies: Deliberate and Emergent • The I/O Model and Resource-based Model of Above Average Return			
		External Environmental Analysis:			
		• PESTEL • Porter's Five-Force Model • Key Success Factors • Driving Forces • Strategic Groups			
2	II	Internal Environmental Analysis:	2	12	15
		• SWOT Analysis • Resources, Capabilities and Competencies • Core Competence, Competitive Advantage and Sustainable Competitive Advantage • Concept of Value Chain and Outsourcing			
3	III	Strategy Formulation:	2, 3	12	18
		• Business Level Strategies • Corporate Level Strategy (Diversification) • Acquisitions and Restructuring			
		• Cooperative Strategies: Strategic Alliance, Business level and Corporate level Cooperative Strategies • International Strategies • BCG Matrix, GE Matrix, McKinsey 7s			
4	IV	Strategy Implementation and Control:	4	14	13
		• Strategic Leadership • Structure and Strategy • Balanced Scorecard			
4	IV	Contemporary Concepts in Strategic Management	4	14	13



		• Triple Bottom Line (TBL) approach • Management of Change through VUCA • Blue Ocean Strategy • Sustainability as a Strategic Approach • The Black Swam • ESG & SDG			
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References:

Books:

1. Hanson, D., Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2016). *Strategic management: Competitiveness and globalisation*. Cengage Au.
2. Thompson, A.J., Peteraf, M., Gamble, J. and Strickland, A (2017). *Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases*, 21st Ed., McGraw-Hill Higher Education
3. Kazmi, A., & Kazmi, A. (2017). *Strategic management*. McGraw-Hill Education.
4. Kim, W.C. and Mauborgne, R.A. (2015). *The Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant*, Harvard Business Press
5. Scholes, K., Johnson, G., & Whittington, R. (2002). *Exploring corporate strategy*. Hoboken, NJ, USA: Financial Times Prentice Hall.

Newspapers / Magazines / Journals:

1. Open access: Asian Management and Business Review
2. Strategic Management Journal
3. Harvard Business Review
4. Vikalpa – A Journal for Decision Makers
5. Business Standard
6. Economic Times
7. Financial Times
8. Financial Express

Web References:

1. <https://strategicmanagementinsight.com/>
2. <https://www.blueoceanstrategy.com/>
3. <https://www.huffpost.com/>
4. <https://www.businessinsider.com/>
5. <https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/the-strategy-and-corporate-finance-blog>
6. <https://mintzberg.org/>
7. <https://hbr.org/2014/01/what-vuca-really-means-for-you>

