

Name of College: S. R. Luthra Institute of Management								
Faculty	Management			Program	Master of Business Administration (M.B.A.)			
Year	II			Version	1.0			
Semester	3			Effective From	June 2024			
Course Code	MGMB11303	Course Name	Strategic Management (SM)					
Teaching Scheme				Examination Scheme				
Credits	Lecture (L)	Tutorial (T)	Practical (P)	ME	CE	SE	V	Total
4	4	0	0	30	40	50	---	120

Course Outcomes:

CO1	Analyse internal and external business environment for effective strategic decision making.
CO2	Recommend business and corporate level strategies in domestic and international markets.
CO3	Appraise strategy formulation tools and control mechanisms for effective strategic implementation.
CO4	Develop an ethically, environmentally and socially sensitive approach to strategic decision making in dynamic business environment.

Mapping Course Outcomes to Program Outcomes:

	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	1
CO4	2	2	2	2	2	1

Sr. No	Module	Description	CO	Marks	Hours
1	I	Strategic Management: An Introduction: <ul style="list-style-type: none"> • 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 	1,4	14	10
		External Environment Analysis: <ul style="list-style-type: none"> • PESTEL • Porter's Five-Force Model • Key Success Factors • Driving Forces Strategic Groups 			
2	II	Internal Environment Analysis: <ul style="list-style-type: none"> • SWOT Analysis • Resources, Capabilities and Competencies • Core Competence, Competitive Advantage and Sustainable Competitive Advantage • Concept of Value Chain and Outsourcing 	1,2	11	8
		Strategy Formulation <ul style="list-style-type: none"> • Business Level Strategies 			
3	III	Strategy Formulation: <ul style="list-style-type: none"> • Corporate Level Strategy (Diversification) • Acquisitions and Restructuring Strategies • Cooperative Strategies: Strategic Alliance, Business level and Corporate level Cooperative Strategies • International Strategies • BCG Matrix, GE Matrix, McKinsey 7s 	2,3	14	12
4	IV	Strategy Implementation and Control: <ul style="list-style-type: none"> • Strategic Leadership • Structure and Strategy • Balanced Scorecard 	3,4	11	10
		Contemporary Topics in Strategy: <ul style="list-style-type: none"> • Triple Bottom Line (TBL) approach • Management of Change through VUCA • Blue Ocean Strategy • Innovation: Grassroots, Jugaad 			

REFERENCES:**Books:**

- | | |
|----|--|
| 1. | Hitt, M. A. (2012). Strategic Management: A South-Asian Perspective. Cengage. |
| 2. | Thompson, A., Janes, A., Peteraf, M., Sutton, C., Gamble, J., & Strickland, A. (2013). EBOOK: Crafting and executing strategy: The quest for competitive advantage: Concepts and cases. McGraw hill. |
| 3. | Kazmi, A., & Kazmi, A. (2015). Strategic management. McGraw-Hill Education. |
| 4. | Scholes, K., Johnson, G., & Whittington, R. (2002). Exploring corporate strategy. Hoboken, NJ, USA: Financial Times Prentice Hall. |

Newspapers / Magazines / Journals:

- | | |
|----|---|
| 3. | Strategic Management Journal |
| 4. | Harvard Business Review |
| 5. | Vikalpa – A Journal for Decision Makers |
| 6. | Business Standard |
| 7. | Economic Times |
| 8. | Financial Times |
| 9. | Financial Express |

Web resources:

- | | |
|----|---|
| 1. | https://www.strategicmanagementinsight.com/ |
| 2. | https://www.blueoceanstrategy.com/ |
| 3. | https://www.huffingtonpost.in/ |
| 4. | www.businessinsider.com/ |
| 5. | https://www.mckinsey.com/.../strategy-and.../the-strategy-and-corporate-financeblog |
| 6. | http://www.mintzberg.org/ |
| 7. | VUCA - https://hbr.org/2014/01/what-vuca-really-means-for-you |