

M.Com - I
Semester No. I
Strategic Management
CORE COURSE- 0901104

Course Content:

Module No.	Topics / Chapters Name
I	Introduction to strategic management <ul style="list-style-type: none"> • Meaning of strategy & strategic management & characteristics of S.M • Process of S.M • Importance of Strategic Management • McKinsey's 7-S Framework • Strategic Fit and Intent • Levels of Strategy • Vision : Definition, characteristics and benefits • Mission : Definition, characteristics of mission statement • Difference between vision and mission
II	External environment analysis <ul style="list-style-type: none"> • Concept of Environment Analysis • Need for Environmental Scanning • Approaches to Environmental Scanning • Sources used for Environmental Scanning • Techniques for Environmental Scanning • PESTEL • 5 Forces Model (with reference to specific industry)
III	Analysis of internal resources <ul style="list-style-type: none"> • Resources, Capabilities, Core Competencies • Why is it important to have Internal Resources

	<p>Analysis</p> <ul style="list-style-type: none"> • Value Chain Approach (organization and industry) • Ansoff's Grid Model • BCG Model • SWOT
IV	<p>Formulation, implementation & control of strategy</p> <ul style="list-style-type: none"> • Approaches to Strategy Formation • 5 Generic Strategies (cost leadership, differentiation, combined, focus, best cost provider) • Interrelationship between formulation and implementation • Integration : Forward and Backward • Diversification : Horizontal, Conglomerate, Concentric • Strategic Control & Operational Control