Week 1:
The Nature of Strategic Management
Definition:
◊ Strategy, Strategists, Strategic Management,
◊ Mission Statement, Long term objectives, Annual Objectives, Internal Strengths and weaknesses,
◊ External opportunities and threats.
◊ Benefits of strategic Management
◊ comparison Military & Civil Strategy

Week 2: Strategies
◊ Types of Strategies
◊ Integration Strategies
◊ Intensive Strategies
◊ Diversification Strategies
◊ Defensive Strategies
◊ Generic Strategies
◊ Case Study (Home work of class work)

Week 3: The Business Mission
◊ What is a mission statement
◊ Reasons & Process of Developing mission Statement
◊ Writing of Mission Statement
◊ Practice-Writing and Evaluation of Mission Statement

Week 4 & 5: Strategic Formation
◊ Economic Forces
◊ Social, Culture, demographic and environmental forces
◊ Political, Government & Legal Forces
◊ Technological Forces
◊ Competitive Analysis – Porter’s Fire Process Model
◊ Case Studies – Practice

Week 6 & 7: Internal Assessment
◊ Nature & Process of Internal Audit
◊ Relationship among Basic Functions of Management and Strategic management Process (Table 5,2)
◊ Levels of Planning (Table 5,2)
◊ Marketing Analysis (Customer, Buying, Supplies, Selling, Product planning, Pricing, Distribution, Marketing Research etc)
◊ Basic Functions of Production Management (Table 5,5)
◊ Impact of Strategy Element of Production Management (Table 5,6)

Week 8 & 9: Strategy Analysis and Choice Strategies
◊ Selection Process
◊ Strategic Management Model
◊ Strategy Formulation Framework
◊ TOWS Matrix
Space Matrix
- BCG Matrix
- Internal - external (IE) Matrix
- Grand Strategy Matrix

**Text Book:** Strategic Management (concept and cases) 7th Edition By Fred R. David.

**Week 10:**
**Strategy Implementation – Management Issues**
- Objectives
- Policies
- Resources Allocation
- Managing Conflict
- Matching Structure with Strategy
- Restructuring and Reengineering

**Week 11:**
**Strategy Implementation**
- Marketing Issues
- Finance / Accounting issues
- CIS issues
- R & D

**Week 12 & 13:**
**Strategy Evaluation**
- Strategy Review
- Evaluation-Characteristics of effective evaluation system
- Measuring Organizational Performance
- Control – Corrective Actions
- Contingency
- Case – Study

**Week 14:**
**International Strategic Management**
- Nature of Global Competition
- Advantages & Disadvantages of International Operations
- Cultural Effects
- Global Challenges

**Week 15 & 16:**
- Case – Studies
- Revision