VEER NARMAD SOUTH GUJARAT UNIVERSITY
SYLLABUS 2022-23
M. COM PART-II SEM-III
STRATEGIC MANAGEMENT

UNIT-I Strategy and Strategic Management - Concept, Emergence, Definition and Examples of Strategy - Characteristics and Examples of Strategy - Definition and Characteristics of Strategic Management - Process of Strategic Management - Benefits(Importance) and Limitations of Strategic management	25%
UNIT-II Strategic Intent - Defining Vision, Mission, Objectives and Purpose - Characteristics of Vision - Elements of Mission - Characteristics of Objectives - Process of Setting Objectives - Issues in Setting of Objectives - Role of Vision, Mission and Objectives	25%
UNIT-III Environment Analysis and SWOT Analysis - Concept of Environmental Analysis - Components of External Environment Analysis (Economic, Social-Cultural, Technical, Market, Regulatory,Political,Supplier,International(Global)) - Components of Internal Environment Analysis (Resources-Tangible and Intangible and Capabilities) - SWOT Analysis	25%
UNIT-IV Types of Strategies - Grand Strategies: Stability (Pause and Proceed No Change Profit Incremental Growth,Modernization) - Grand Strategies: Expansion (Diversification, Integration, Mergers and Acquisitions, Strategic Alliances Take-over, Internalization) - Grand Strategies: Retrenchment (Turnaround, Divestment, Liquidation, De-Merger) - Grand Strategies: Combination (Combination of Grand Strategies) - Retrenchment strategies (Turnaround, Demerger, Divestment, Liquidation) - Re-engineering, E-engineering	25%
REFERENCES: 1. Strategic management-making decisions for strategic advantage by Musadiq.A.Sahaf.Prentice hall India. 2. Strategic management and marketing by Narendra Singh Himalaya Publishing house. 3. Strategic management-L.M.Prasad-Sultanchand. 4. Strategic management- Azhar Kazmi-Tata Mcgraw hill. 5. Business policy and strategic management- Subba Rao –Himalaya publications.	