



# SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

<b>COURSE TITLE</b>	<b>Strategic Management</b>	
<b>Course Learning Outcomes:</b>		
<b>On successful completion of the module students will be able to:</b>		
<ol style="list-style-type: none"> <li>1. To get familiarized with the contemporary business environment</li> <li>2. To understand the basic concepts of strategic management, generic strategic alternatives and its process</li> <li>3. To grasp the importance of strategic analysis and apply various methods used for the analysis</li> <li>4. To correlate Sustainability and Strategic Management</li> <li>5. To critically evaluate and analyze case studies</li> </ol>		
<b>Gist of this course in maximum 3 to 4 lines</b>	<p>Internationalization and emergence of information technology that have been shaping the contours of the environment outside and impacting the organization within. Corporate sustainability is the need of the hour in view of demand made on resources. While introducing the fundamental concepts and techniques of strategic management, this course attempts to capture the unfolding reality of it in the global context.</p>	
<b>Detailed syllabus</b>		
<b>Unit</b>	<b>CONTENTS OF THE COURSE</b>	<b>No. of Lectures</b>
1 Business Environment	1.1 Environmental influences on business 1.2 Why environmental analysis 1.3 Elements of micro and macro environment 1.4 PESTLE Analysis 1.5 Strategic response to the Environment 1.6 Porter's Five Forces Model – Competitive Analysis	10
2 Business Policy and Strategic Management	2.1 What is corporate Strategy-Nature, scope and concerns 2.2 Dynamics of competitive Strategy 2.3 Strategic management – Framework and importance 2.4 Strategic Decision making- major dimensions 2.5 Corporate level Strategies – Stability, Growth, Retrenchment, Generic	10
3 Strategic Analysis	3.1 Need of Strategic analysis 3.2 Methods of industry and competitive analysis 3.2.1 SWOT analysis 3.2.2 TOWS Matrix 3.2.3 Portfolio Analysis 3.2.4 BCG Growth Share matrix	10

4. Management for Sustainability	4.1 Corporate Sustainability for Strategic management – Profit Maximization vs Sustainability, Triple Bottom Line, Three Types of Capital, Sustainable Strategic Management 4.2 Corporate Governance and Strategic management- Agency Theory and Stewardship Theory, Corporate Governance, BOD and Strategic management, Relating Corporate Governance to Strategic management 4.3 CSR and Strategic management- Differing views on Social Responsibility, CSR and Sustainability, Social Responsiveness and Strategic Management	10
5. Case Studies	“Good to Great” and “Built to Last” by Jim Collins	14
	<b>Total Number of Lectures</b>	<b>54</b>

**Suggested Reference Books:**

1. *Strategic Management: An Integrated Approach – By Charles Hill and Gareth Jones, biztantra Publication*
2. *Strategic Management and Business Policy - By Azhar Kazmi*
3. *Strategic Planning formulation for Corporate Strategy – By Namakumari and Ramaswami.*
4. *Cases in Strategic Management – By Buddhiraja S. B. and M.B. Athreya,*
5. *Strategic Management – by Azhar Kazmi and Adela Kazami*