



Sh. L. N. Hindu College, Rohtak (Haryana)

Course Plan

Department of Commerce

Program: M.COM 10th Sem

STRATEGIC MANAGEMENT -II (MH72)

SCHEME

Course Name	Strategic Management	Course Type	Theory
Course Code	MH72	Class	M.COM 10th Sem
Instruction Delivery	Per week Lectures: 4, Tutorial:1, Practical: - Total No. Classes Per Sem: 60(L), 15(T), -(P) Assessment in Weightage: Sessional (20%), End Term Exams (80%)		
Course Coordinator	Dr. Nidhi	Course Instructors	Theory: Dr. Nidhi Practical: —

COURSE OVERVIEW

Strategic management is about planning and implementing effective business strategies. Topics include analysis competitive advantage, and practical frameworks. Case studies and assessments are used to apply these concepts in real-world scenarios.

PREREQUISITE

To excel in strategic management, a solid foundation in business fundamentals, including marketing, finance, and operations, is essential. Analytical skills, market awareness, and effective communication are prerequisites. Combining these elements prepares individuals to navigate the complexities of strategic decision-making and leadership successfully.

COURSE OBJECTIVE

To excel in strategic management, a solid foundation in business fundamentals, including marketing, finance, and operations, is essential. Analytical skills, market awareness, and effective communication are prerequisites. Combining these elements prepares individuals to navigate the complexities of strategic decision-making and leadership successfully.

COURSE OUTCOMES (COs)

After the completion of the course, the student will be able to:

CO No.	Course Outcomes
1	The students are introduced to the concept of Strategic Management, process, corporate level, choice and Strategic Plan.
2	Students come to know Strategic implementation interrelationship, resource allocation, <u>Organizational Design and change</u>
3	This course helps to make behavioural implementation, leadership implementation, plans and process, policies and operations.
4	Students come to know about strategic evaluations, control and its techniques.



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COURSE CONTENT

Content
<p>Strategic Analysis and Choice: The Process of Strategic Choice, Corporate Level Strategic Analysis, Business Level Strategic Analysis, Subjective Factors in Strategic Choice, Contingency Strategy, Strategic Plan. Strategy Implementation: Inter relationship between formulation and Implementation, Aspects of Strategic Implementation, Project Implementation, Procedural Implementation, Resource Allocation; Strategy and Structures: Structural Considerations, Structures for Strategies; Organisational Design and Change. Behavioural Implementation: Leadership Implementation, Corporate Culture, Corporate Politics and Use of Power, Personal values and Business Ethics. Functional Implementation: Functional Strategies, Functional Plans and Policies, Marketing Plans and Policies, Financial Plans and Policies, Personnel Plans and Policies, Operations Plans and Policies. Strategic Evaluation and Control: Overview of Strategic Evaluation and Control, Techniques of Strategic Evaluation and Control.</p>

LESSION PLAN (THEORY AND TUTORIAL CLASSES)

L.No	Topic to be Delivered	Tutorial Plan	Unit
1	Meaning of Strategic Analysis and choice	Explanation and Discussion	1
2	Process of Strategic choice		
3	Need of Corporate level strategic Analysis		
4	Business Level Strategic Analysis	Explanation and Discussion	
5	Strategic plan and contingency Strategy		



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6	Need of Strategic implementation	Explanation and Discussion	2
7	Interrelationship b/w formulation ,Implementation	Explanation and Discussion	
8	Aspects of Strategic Implementation		
9	Project level implementation		
10	Procedural implementation	Explanation and Discussion	
11	Resource allocation		
12	Structural Consideration		
13	Strategic structures	Explanation and Discussion	
14	Organization design & change		
15	Leadership implementation		
16	Corporate culture		
17	Corporate policies and power		
18	Personal values and business ethics	Explanation and Discussion	
19	Functional plan & Policies		
20	Marketing plan, financial plans		
21	Personnel plans & policies	Explanation and Discussion	
22	Operation Plan & Policies		
23	Case study		
24	Need of Strategic Evaluation and control	Explanation and Discussion	4
25	Meaning of Evaluation and control		
26	Techniques of Strategic Evaluation		
27	Techniques of Strategic Control		
28	Revision, Presentation and group discussion		



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Text Book

Strategic Management part-2 by T.N CHABHRA

Reference Books

- Bhattachary, S.K. and N. Venkataramin: Managing Business Enterprises: Strategies, Structures and Systems, Vikas Publishing House, New Delhi.
- Budhiraja, S.B. and M.B. Athreya: Cases in Strategic Management, Tata McGraw Hill, New Delhi.
- Christensen, C. Ronald, Kenneth R. Andrews, Joseph L. Bower, Richard G. Hamermesh, Michael E. Porter: Business Policy: Text and Cases, Richard D. Irwin, Inc., Homewood, Illinois.
- Coulter, Mary K: Strategic Management in Action, Prentice Hall, New Jersey.

Web/Links for e-content

<https://en.wikipedia.org/wiki/>

[Strategic management](#)



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PRACTICE QUESTIONS (QUESTION BANK)

S No	Problem
1	Explain the concept of competitive advantage and its significance in strategic management.
2	How can organizations effectively balance the trade-off between cost leadership and differentiation strategies?
3	Discuss the importance of vision and mission statements in the strategic planning process.
4	What are the key elements of a successful strategic planning process?
5	How does corporate governance impact strategic decision-making?
6	Explain the concept of strategic alliances and their role in organizational strategy.
7	Discuss the differences between corporate-level, business-level, and functional-level strategies.
8	How can organizations effectively implement and manage strategic change?
9	Discuss the challenges associated with global strategic management.
10	Explain the concept of blue ocean strategy and provide examples of companies that have successfully implemented it.
11	How can organizations foster a culture of strategic thinking among employees?
12	Discuss the relationship between organizational culture and strategic management.
13	What are the potential risks and benefits of mergers and acquisitions in the context of strategic management?



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14	How do ethical considerations impact strategic decision-making?
15	Explain the concept of scenario planning and its application in strategic management.
16	How can organizations effectively manage strategic risks?
17	What role does corporate social responsibility (CSR) play in strategic management?
18	Discuss the concept of core competencies and their role in gaining a competitive advantage.
19	How do market segmentation and targeting contribute to strategic marketing decisions?
20	Explain the concept of strategic fit and its relevance in strategy formulation.
21	Discuss the impact of political, economic, social, and technological factors on strategic management.
22	How can organizations align their human resources with strategic goals and objectives?
23	Explain the concept of strategic control and its importance in monitoring and adjusting strategies.
24	Discuss the implications of disruptive innovation on strategic planning.
25	How can organizations effectively manage strategic partnerships and collaborations?