

**II. CORE COURSE [CCCOM202]:**

(Credits: Theory-04, Tutorial-01)

**Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100****Pass Marks (MSE:17 + ESE:28)=45****Instruction to Question Setter:****Mid Semester Examination (MSE):**

There will be **two** groups of questions in written examinations of 20 marks. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

**End Semester Examination (ESE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type six** questions of fifteen marks each, out of which any four are to be answered.

**Note:** There may be subdivisions in each question asked in Theory Examinations

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Class Attendance Score (CAS) of 5 marks and (c) Class Performance Score (CPS) of 5 marks. "**Best of Two**" shall be applicable for computation of marks for SIA.

(Attendance Upto 75%, 1 mark; 75 < Attd. < 80, 2 marks; 80 < Attd. < 85, 3 marks; 85 < Attd. < 90, 4 marks; 90 < Attd., 5 marks).

**STRATEGIC MANAGEMENT****Theory: 60 Lectures; Tutorial: 15 Hrs****Objective:**

To help students understand strategy making process that is informed integrative and responsive to rapid changes in an organization's globally oriented environment and also to help them understand tasks of implementing strategy in a global market.

**Contents:****Unit I-Introduction:**

Concept and Role of Strategy; The Strategic Management Process; Approaches to Strategic Decision Making; Strategic Role of Board of Directors & Top Management. Strategic Intent.

**Unit II-Environmental Analysis:**

Analysis of Global Environment- Environmental Profile; Constructing Scenarios; Environmental scanning techniques- ETOP, PEST and SWOT  
Analysis of Internal Environment- Resource Audit; Resource Based View (RBV), Global Value Chains Systems.

**Unit III-Strategic Choice:**

Strategic options at Corporate Level – Growth, Stability and Retrenchment Strategies; Corporate Restructuring; Strategic options at Business Level-

**Unit IV-Situation Specific Strategies:**

Strategies for situation like competing in emerging industries, maturing and declining industries, fragmented industries, hyper –competitive industries and turbulent industries; Strategies for industry leaders, runner-up firms and weak businesses.

**Unit V-Strategy Implementation and Control:**

Interdependence of Formulation and Implementation of Strategy; Issues in global strategy implementation- Planning and allocating resources.

**Unit VI-Ethical and Social considerations in Global Strategic Management:**

The Global Context of Corporate Governance.