

Uka Tarsadia University



B.B.A.

Strategic Management-II (030030601)

6th Semester

Effective from January-2014

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Strategic Management-II (030030601)

BBA (Sem.-6) Syllabus, effective from January -2014

Course Objective and Outcome: To acquaint students with the process of developing alternative strategies and methods for successful implementation and evaluation of formulated strategies.

To acquaint students about the strategic issues in specified areas.

Total Hours: 52

[4 hrs. per week]

Unit-1 Corporate Level Strategy

[Weightage 25%]

- 1.1. Introduction
- 1.2. Advantages of Corporate Strategy
- 1.3. Grand Strategy
- 1.4. Growth Strategy: when do adopt a growth strategy, why to pursue growth strategy, Strategic growth option: The Ansoff Matrix
- 1.5. Diversification Strategy: Why diversification, Types of diversification strategy (Only Concept), When to diversify
- 1.6. Stability Strategy: Limitation, Types of stability strategy
- 1.7. Retrenchment Strategy
- 1.8. Divestment Strategy: Reasons for divestment
- 1.9. Turnaround Strategy: Conditions, Action plan
- 1.10. Combination Strategy

Unit-2 Business Level Strategy

[Weightage 25%]

- 2.1. Introduction
- 2.2. Porter's Competitive Strategies
- 2.3. Features of Competitive Advantage
- 2.4. How to build Competitive Advantage?
- 2.5. Low Cost Strategies: Concept, Benefits and Risk
- 2.6. Differentiation Strategies: Concept, Benefits and Risk
- 2.7. Focus Strategies: Concept, Benefits and Risk

Unit-3 Strategy Implementation: Functional Issue and Behavioural Issue

[Weightage 25%]

- 3.1. Introduction: What is strategic implementation?
- 3.2. McKinsey's 7s Framework
- 3.3. Issues in strategic implementation
- 3.4. Behavioral Issue in Strategic Implementation: Introduction
- 3.5. Influence Tactic: Generic Influence Tactics of Leaders
- 3.6. Power: Indicators of Power, Guidelines for using power
- 3.7. Strategies and tactics to acquire powers
- 3.8. Leadership style and cultural change
- 3.9. Values and culture

Unit-4 Strategic Evaluations and Control

[Weightage 25%]

- 4.1. Introduction
- 4.2. Importance of Strategic evaluation and control
- 4.3. Barriers
- 4.4. Strategic Control: Characteristics
- 4.5. Operational Control: Evaluation Techniques, Control Process
- 4.6. Characteristics of Effective Control

Text Book:

1. Rao, V. S. P. and V. Hari Krishna. Strategic Management: Text and Cases. Delhi: Excel Books, 2003.