

CORPORATE EVOLUTION AND STRATEGIC MANAGEMENT

COURSE CODE CP - 401

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

OBJECTIVE :

The Objectives of this course is to develop understanding about strategic processes and their impact on a firm.

COURSE CONTENTS :

Unit-I Nature And Scope Of Strategic Management; Strategic Intent And Vision; Concept Of Core Competence, Capability And Organizational Learning.

Unit-II Process Of Strategy Planning And Implementation; Strategy And Structure;

Unit-III Organizational Values And Their Impact On Strategy; Power Games Amongst Competing Players;

Unit-IV Chief Executive And Board; Work Of Top Management; Management Of Strategic Change; Mergers And Acquisitions;

Unit-V Strategic Management In An International Firm; Strategy And Corporate Evolution In Indian Context.

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

SUGGESTED READINGS:

1. David Fred. Strategic Management. 7th ed. Englewood Cliffs, New Jersey, Prentic Hall Inc., 1997.
2. Drucker, Peter F. the Changing World of the Executive. New York, Time Books 1982.
3. Hamel, G. and Prahalad, C.K. Competing for the Future. Boston, Harvard Business School Press, 1994.
4. Ohmae, Kenichi. The Mind of the Strategist: The Art of Japanese Management. New York, McGraw-Hill, 1982.
5. Lomesh & Mishra Business Policy & Strategic Management, Vikas Pub.
6. David, Strategic Management: Concepts and cases, 9ed, Pearson Education India.