

BUSINESS POLICY AND STRATEGIC ANALYSIS

COURSE NO. CP: 301

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

OBJECTIVES :

The objective of this course is to develop a holistic perspective of enterprise, critical from the point of view of the top executives.

COURSE CONTENTS :

- UNIT-I Business Policy as a field of Study: General Management Point of View; Vision; Mission, Objectives and Policies;
- UNIT-II Environmental Analysis and Internal Analysis; SWOT Analysis;
- UNIT-III Tools and Techniques for Strategic Analysis; Impact Matrix; The Experience Curve; BCG Matrix; GEC Model;
- UNIT-IV Industry Analysis; Concept of Value Chain; Strategic Profile of a Firm;
- UNIT-V Framework for Analysing Competition; Competitive Advantage of a Firm.

SCHEME OF EXAMINATION:

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

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks.

SUGGESTED READINGS :

1. Ansoff, H Igor, *Implanting Strategic Management* Englewood Cliffs, New Jersey, Prentice Hall Inc., 1984
2. Budhiraja; S B and Athereya, M B. *Cases in Strategic Management* New Delhi, Tata MaGraw Hill, 1996
3. Christensen, C. R. etc. *Business Policy; Text and Cases*, 6th ed., Homewood Illinois, Richard D. Irwin, 1987
4. Glueck, Willam F. *Strategic Management and Business Policy*, 3rd ed New York, McGraw Hill, 1988
5. Hax, A C and Majluf, NS. *Strategic Management* Englewood Chiffs, New Jersey, Prentice Hall Inc. , 1984
6. Hamel, G and Prahlad, C. K. *Competing for the Future* Boston, Harvard Business School Press, 1994
7. Peters, Tom. *Business School in a Box* New York, Macmillan, 1995.
8. S. Lomesh & P.K.Mishra, *Business Policy & Strategic Management*, Vikas Pub. House.