

**Department of Business Management**  
**Sankalchand Patel College of Engineering, Visnagar**  
**Course Outline, Schedule and Evaluation scheme**  
**STRATEGIC MANAGEMENT, Sem-III, Batch-2008-10**

---

Date.: 08/07/2009

**SUBJECT** : STRATEGIC MANAGEMENT

**FACULTY** : Mr. Bhavesh Parmar.

**OBJECTIVE** : This course conveys the concept of strategy and its usefulness by exposing students to a variety of organisational situations. It enables students to look at organisations in their totality and appreciates the interrelationship among different functions. It will help students understand the strategy of organisations and thereby enable them in making major decisions, formulating policies and participate in implementation of corporate strategies.

**CONTENTS:**

The Strategic Management Process: An Overview, Establishing Company's Direction, Industry and Competitive Analysis, Evaluating Company Resources and Competitive Capabilities, Strategy and Competitive Advantage, Strategies for Competing in Globalizing Markets, Business Models and Strategies in the Internet Era, Tailoring Strategy to Fit Specific Industry and Company Situation, Strategy and Competitive Advantage in Diversified Companies, Evaluating the Strategies of the Diversified Companies, Building Resource Strengths and Organizational Capabilities, Managing the Internal Organization to Promote better Strategy Execution, Corporate Culture and Leadership for Effective Strategy Execution and Control

**TEXT BOOK FOR READING** : Crafting and executing strategy

By Thompson, Arthur A., TMH

**REFERENCE BOOK** : #Ref. 1# Strategic management

By Miller, Alex, MC Graw-Hill

#Ref. 2# Competitive advantage

By Porter, Michael E., Free press

<b>EVALUATION SCHEME</b>	: MID – SEM. EXAMINATION	- 30%
	QUIZZES/Assignment	- 15 %
	Case study	- 10 %
	ATTENDANCE	- 05 %
	END – SEMESTER EXAMINATION*	- 40 %

**SCHEDULE – STRATEGIC MANAGEMENT**

<b>SESSIONS</b>	<b>PRE-LECTURE READING (PLR) TOPICS</b>
3	The Strategic Management Process: An Overview
2	Establishing Company's Direction
3	Industry and Competitive Analysis
3	Evaluating Company Resources and Competitive Capabilities
3	Strategy and Competitive Advantage
3	Strategies for Competing in Globalizing Markets
1	Business Models and Strategies in the Internet Era
3	Tailoring Strategy to Fit Specific Industry and Company Situation
2	Strategy and Competitive Advantage in Diversified Companies
1	Evaluating the Strategies of the Diversified Companies
1	Building Resource Strengths and Organizational Capabilities
2	Managing the Internal Organization to Promote better Strategy Execution
2	Corporate Culture and Leadership for Effective Strategy Execution and Control

\*End-semester examination will be conducted by the university and will cover full syllabus.

dbm | spce

Department of Business Management  
Sankalchand Patel College of Engineering