

DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY
SCHOOL OF COMMERCE & MANAGEMENT
B.B.A. (Bachelor of Business Administration)
SEMESTER –5 (Credit -4)
STRATEGIC MANAGEMENT

S.N	Unit	Writers Name and Contact No.
1	<p>Introduction to Strategic Management</p> <ul style="list-style-type: none"> • Introduction • Definition and idea of strategy • Significance of strategy • Development of strategic management • Nature and traits of strategy • Policy against tactics versus strategy • Strategic management's limitations • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.) 	
2	<p>Strategic Management Technique</p> <ul style="list-style-type: none"> • Phases of the process of strategic management • Strategist's role • Strategic vision, mission, and objectives, • Formulation of a strategy • Implementation of the strategy • Assessment and management of strategies • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.) 	
3	<p>Strategic Environment of Business</p> <ul style="list-style-type: none"> • Definition and elements of the business environment, • Macro and Micro environments, • Environmental scanning, opportunities and risks • How the environment affects strategy. • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.) 	
4	<p>External Analysis for Strategic Advantage</p> <ul style="list-style-type: none"> • Analysis of organizations • Resources, both material and intangible • Competencies and talents • Fundamental skills • Analysis of value chains • VRIO framework • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.) 	

5	Strategic Resources & Competitive Advantage <ul style="list-style-type: none"> • PESTLE analysis • Five Forces Model by Porter • Analysis of industry structure • Dynamics of competition • Mapping groups strategically • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.) 	
6	Developing Goals and Strategic Intent <ul style="list-style-type: none"> • Elements of good mission statement • Strategic intent • Organization goals and objectives • Balancing goal framework • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.) 	
7	Corporate Growth & Diversification Strategies <ul style="list-style-type: none"> • Strategies for growth • Techniques for stability • Strategies for retrenchment • Diversification, both related and unrelated • Acquisitions and mergers • Strategic partnerships • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.) 	
8	Business Competitive Positioning Strategies <ul style="list-style-type: none"> • Porter's Generic Approaches • Cost leadership approach • A strategy for differentiation • Pay attention to the plan • A competitive edge • Generic strategy risks • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.) 	
9	Strategic Role of Functional Areas <ul style="list-style-type: none"> • Production and operations strategy, • Marketing strategy • Finance strategy • HR strategy • Function of Operational coordination. • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.) 	
10	The strategic evaluation and Models <ul style="list-style-type: none"> • BCG Matrix • General Electric business evaluation • Ansoff Matrix • Experiences development Curve • Criteria for selecting strategies • AI-Driven Data Strategy in Strategic Management • Introduction to data-driven decision tools • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.) 	

11	From Strategy Formulation to Execution <ul style="list-style-type: none"> • Allocation of resources • leadership and the environment • Organizational structure and strategy • Implementation type and significance, and change management • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.) 	
12	Strategic Management and Assessment <ul style="list-style-type: none"> • Process of strategic control • Strategic and operational control • Evaluation of performance • Balanced Scorecard • A strategic evaluation • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.) 	
13	Global and Globalization Strategies <ul style="list-style-type: none"> • Strategy and globalization • Modes of admission into other countries • Strategies for global competition • Strategies for platforms and ecosystems • A viewpoint on start-up and MSME(Micro, Small and Medium Enterprises) strategies • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.) 	
14	Current Challenges and Case Studies <ul style="list-style-type: none"> • Corporate social responsibility and environmental sustainability • Using strategies with ethics • Innovative methods • Artificial Intelligence and Digital Transformation • Case studies from Indian company and throughout the world • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.) 	