

**DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY
SCHOOL OF COMMERCE & MANAGEMENT
M.B.A. SEMESTER – III (CORE)**

1. STRATEGIC MANAGEMENT

Sr. No.	Unit
1	<p>Strategic management</p> <ul style="list-style-type: none"> • Introduction • Definition, Meaning • Importance • Levels of strategy –objectives, goals & targets • Strategic management process • Benefits of strategic Management • Total Quality management & Strategic Management • Key Words • Exercise
2	<p>Analyzing the external environment of the firm</p> <ul style="list-style-type: none"> • Introduction • Definition, Meaning and Importance • Micro Environment • Suppliers • Competitors • Marketing Intermediaries • Publics • Key Words • Exercise
3	<p>Analyzing the internal environment of the firm</p> <ul style="list-style-type: none"> • Introduction • Value System • Mission & Objectives • Management Structure & Nature • Internal power Relationship • Human Resources • Company Image & brand Equity • Other Factors • Key Words • Exercise
4	<p>Company report analysis and Recognizing a firm’s intellectual assets</p> <ul style="list-style-type: none"> • Introduction • Definition, Meaning and Importance

	<ul style="list-style-type: none"> • Competitive Advantage and firm Performance • Putting Strategy into Action • Implications for the strategy • Key Words • Exercise 	
5	Business level strategy <ul style="list-style-type: none"> • Introduction • Definition, Meaning and Importance • Effectively managing Relationships with Customers • Types of Business Level Strategy • Focus Strategies • Integrated cost leadership/Differentiation Strategy • Key Words • Exercise 	
6	Corporate level strategy <ul style="list-style-type: none"> • Introduction • Definition, Meaning and Importance • Levels of diversifications • Reasons for Diversification • Un related diversification • Restructuring of Assets • Key Words • Exercise 	
7	International strategy <ul style="list-style-type: none"> • Introduction • Definition, Meaning and Importance • Identifying International Opportunities • International Strategies • Environmental Trends • Choice of International Entry mode • Strategic Competitive outcomes • Risk in International Environment • Key Words • Exercise 	
8	Strategy implementation <ul style="list-style-type: none"> • Introduction • Definition, Meaning and Importance • Organizational Design and Competitive Advantage • Strategy and Structure • Organizational Culture, value, norms & Artifacts • Strategic Control & Reward Systems • Key Words • Exercise 	
9	Strategic control and corporate governance <ul style="list-style-type: none"> • Introduction • Definition, Meaning and Importance • The shared value Creation framework 	

	<ul style="list-style-type: none">• Corporate governance• Strategy & Business ethics• Key Words• Exercise	
10	<p>Managing innovation: e-strategy case</p> <ul style="list-style-type: none">• Introduction• Competition Driven by innovation• Strategic & Social Entrepreneurship• Innovation & the industry life cycle• Types of Innovation• Key Words• Exercise	