

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**  
**SYLLABUS 2022-23**  
**M. COM PART-II SEM-III**  
**STRATEGIC MANAGEMENT**

<p><b>UNIT-I Strategy and Strategic Management</b></p> <ul style="list-style-type: none"> <li>- Concept, Emergence, Definition and Examples of Strategy</li> <li>- Characteristics and Examples of Strategy</li> <li>- Definition and Characteristics of Strategic Management</li> <li>- Process of Strategic Management</li> <li>- Benefits(Importance) and Limitations of Strategic management</li> </ul>	25%
<p><b>UNIT-II Strategic Intent</b></p> <ul style="list-style-type: none"> <li>- Defining Vision, Mission, Objectives and Purpose</li> <li>- Characteristics of Vision</li> <li>- Elements of Mission</li> <li>- Characteristics of Objectives</li> <li>- Process of Setting Objectives</li> <li>- Issues in Setting of Objectives</li> <li>- Role of Vision, Mission and Objectives</li> </ul>	25%
<p><b>UNIT-III Environment Analysis and SWOT Analysis</b></p> <ul style="list-style-type: none"> <li>- Concept of Environmental Analysis</li> <li>- Components of External Environment Analysis (Economic, Social-Cultural, Technical, Market, Regulatory, Political, Supplier, International(Global))</li> <li>- Components of Internal Environment Analysis (Resources-Tangible and Intangible and Capabilities)</li> <li>- SWOT Analysis</li> </ul>	25%
<p><b>UNIT-IV Types of Strategies</b></p> <ul style="list-style-type: none"> <li>- Grand Strategies: Stability (Pause and Proceed No Change Profit Incremental Growth, Modernization)</li> <li>- Grand Strategies: Expansion (Diversification, Integration, Mergers and Acquisitions, Strategic Alliances Take-over, Internalization)</li> <li>- Grand Strategies: Retrenchment (Turnaround, Divestment, Liquidation, De-Merger)</li> <li>- Grand Strategies: Combination (Combination of Grand Strategies)</li> <li>- Retrenchment strategies (Turnaround, Demerger, Divestment, Liquidation)</li> <li>- Re-engineering, E-engineering</li> </ul>	25%
<p><b>REFERENCES:</b></p> <ol style="list-style-type: none"> <li>1. Strategic management-making decisions for strategic advantage by Musadiq.A.Sahaf.Prentice hall India.</li> <li>2. Strategic management and marketing by Narendra Singh Himalaya Publishing house.</li> <li>3. Strategic management-L.M.Prasad-Sultanchand.</li> <li>4. Strategic management- Azhar Kazmi-Tata Mcgraw hill.</li> <li>5. Business policy and strategic management- Subba Rao –Himalaya publications.</li> </ol>	