

# **VEER NARMAD SOUTH GUJARAT UNIVERSITY**

## **MASTER OF BUSINESS ADMINISTRATION**

**(Full Time)**

**(With Effect From July 2002)**

**Semester – IV**

### ***Compulsory Courses***

**CP 401                      Business Policy & Strategic Management**

**CP 402 & CP 403    Project Study (Equivalent to Two Courses)**

# **VEER NARMAD SOUTH GUJARAT UNIVERSITY**

**MBA (Full Time)**

**Semester – IV**

**CP 401**

## **Business Policy and Strategic Management**

### **Objective :**

The objective of this course is to acquaint the students with the strategic management process and to develop in them enough vision to find as to how do firms sustain superior performance over a long period of time and reason for success and failure for firms.

### **Contents :**

Strategic Management Process – Establishing Company Direction; Developing a Strategic Vision, Setting Objectives and Creating Strategy; Analysis of External Environment; Opportunities Threats, Industry and Competitive Analysis; Internal Environment Analysis – Evaluating Company Resources and Competitive Capabilities, Formulation Corporate Level Strategy, Business Level Strategy, Acquisition & Restructuring Strategy, Cooperative Strategy, International Strategy, Strategy for competing in Globalise Markets, New Business Models and Strategies for the Internet Economy; Strategy Implementation – Organizational Structure and Control, Corporate Culture and Leadership; Strategy Evaluation, Strategy Ethics and Social Responsibilities.

### **Suggested Readings :**

1. Prasad L.M.; Business Policy – Strategic Management, Sultan Chand & Sons, New Delhi, Fourth Edition – 2002.
2. Kazmi, Azhar; Business Policy and Strategic Management’ Tata Mc Graw-Hill Publishing Company Limited, New Delhi-Second Edition-2002. Strategic Planning and Business Policy.
3. Nonjundaiyah, R; Strategic Planning and Business Policy; Himalaya Publishing House, Mumbai First Edition 2001.
4. Thompson, Arthur A, Jr. and Strick and A.J.; Strategic Management, Mc Graw Hill Iruvin International Edition 2001, Twelfth Edition.
5. Hill, Mechael A; Ireland, R Duane et al ; Strategic Management – Concepts & Cases’ South Western- Thompson Learning Fourth Edition 2001.
6. Ansoff H.I. : Strategic Management – New York, John Wiley, 1979.
7. Gluek E. F. and Jauck L. R. : Business Policy and Strategy Management – New York , Mc Graw Hill, 1984.

8. Steiner G. & Miner J. : Management Policy and Strategy – New York, Macmillan, 1982.
9. Hooper C. and Schedule D. : Strategy Formulation – Analytical Concepts, New York
10. Paine F. and Anderson C. B. : Strategic Management – New York, Dryden Press, 1983.
11. Miles R. and Snow C. : Organisation Strategy, Structure and Process – New York, McGraw Hill, 1978.
12. Stanford : Management Policy – New Delhi – Prentice Hall of India, 1986.
13. Chakravorty. S K. – Managerial Transformation Through Valurs, New Delhi, Sage, 1993.
14. David Fred. Strategic Management. 7<sup>th</sup> ed. Englewood Cliffs, New Jersey, Prentice Hall Inc. 1997.
15. Drucker, Peter F. The Changing World of the Executive. New York, Time Books 1982.
16. Hamel, G and Prahlad, C K. Competing for the Future, Boston, Harvard Business School Press, 1994.
17. Jemison, D B and Haspeslagh, P C . Managing Acquisitions : Creating Value through Corporate Renewal, New York, Free Press, 1991.
18. Lorange, P and Ross, J. Strategic Alliances : Formation, Implementation and Evaluation, Massachusells, Blackwell Business, 1992.
19. Ohmae, Kenichi. The Mind of the Strategist : The Art of Japanese Management, New York, McGraw-Hill, 1982.

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**MBA (Full Time)**

**Semester – IV**

**CP 402 & CP 403**

## **Project Study (Equivalent to Two Courses)**

The Project Study will begin in Semester III for MBA Full Time Programme and in Semester – V for MBA Evening Programme. The Project Report will be submitted by the end of Semester – IV for MBA Full Time Programme and by the end of Semester – VI for the MBA Evening Programme.