

Govt. College For Girls, Ludhiana

P.G.Department Of Commerce

PPT on – *Business Policy and Strategic Management*

PAPER 6: MC. 206 - BUSINESS POLICY & STRATEGIC MANAGEMENT

Objective: The objective of the course is to help the students develop an understanding of the basic inputs in making and implementing corporate strategic decisions and also familiarize them with the issues and practices involved.

UNIT-I

Strategic Management - An Introduction - Evolution of business policy as a discipline - Strategy and the

Quest for Competitive Advantage: Military origins of strategy ó Evolution - Concept and Characteristics of strategic management ó Defining strategy ó Mintzberg's 5Ps of strategy ó Corporate, Business and Functional Levels of strategy - Strategic Management Process.

UNIT-II

Strategic Options Porter's Generic Strategies Integration Strategies, Intensive Strategies. Diversification and Differentiation Strategies, Functional Strategy - Manufacturing, Financial, Marketing, Human Resource, Research & Development. Strategic Intent & Strategy Formulation: Vision, mission and purpose ó Business definition, objectives and goals ó Stakeholders in business and their roles in strategic management ó Corporate Social Responsibility, Ethical and Social Considerations in Strategy Development.

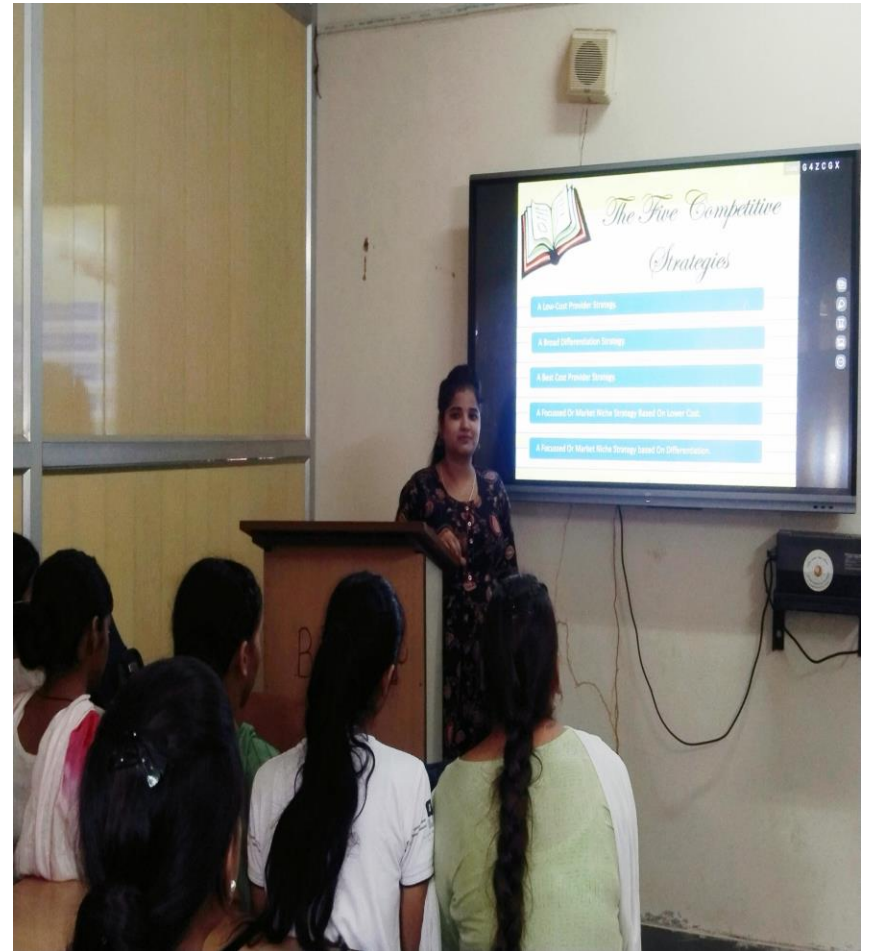
UNIT-III

Strategy implementation - Project implementation ó Procedural implementation ó Resource Allocation ó Organization Structure ó Matching structure and strategy. Behavioral issues in implementation ó Corporate culture ó Mc Kinsey's 7s Framework - Concepts of Learning Organization. Strategy Evaluation - Importance - Symptoms of malfunctioning of strategy - Organization anarchies - Operations Control and Strategic Control - Measurement of performance - Analyzing variances - Role of organizational systems in evaluation.

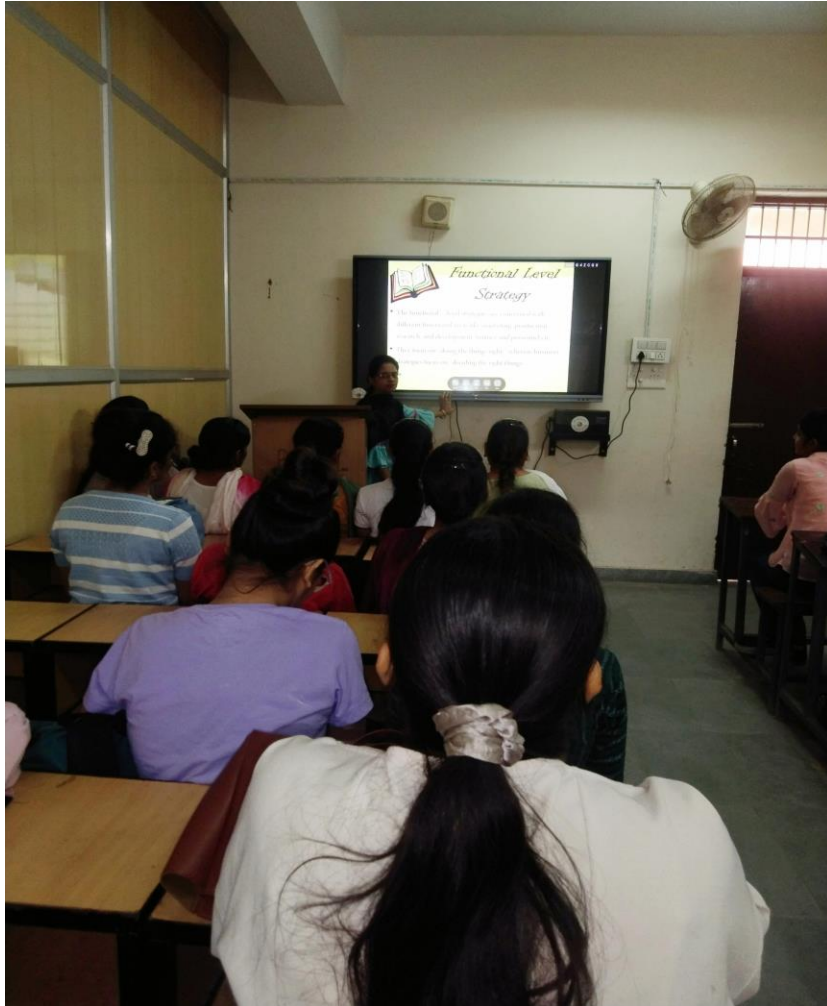
UNIT-IV

New Business Models and strategies for Internet Economy: Shaping characteristics of E-Commerce environment ó E-Commerce Business Model and Strategies ó Internet Strategies for Traditional Business ó Key success factors in E-Commerce ó Virtual Value Chain. Cases in strategic management. A minimum of 10 cases encompassing the above topics to be analyzed and discussed in the class. Cases to be incorporated in the Question Paper.

PPTs by students on Business Policies



PPTs by Subject Teacher



Conclusion

Strategic Management Deals with strategic decisions that decide the long-term health of an enterprise. It is a comprehensive plan of action designed to meet certain specific goals. Business Policy offers guidelines for managers to take appropriate decisions. So as to survive the today challenges an organisation have to adopt business policy and strategic management in its behaviour.