

**CPA 50**

**CPA 3606**

**STRATEGIC MANAGEMENT**

**6 Hr / 6 Cr**

**Course Objective**

To inculcate the understanding of Basic Principles, Concepts, and Practices associated with Strategy Formulation and Implementation.

**Course Outcomes**

At the end of the Course, Students Will be Able to

- i. Describe about the various Stakeholders in Business
- ii. Evaluate the Industry Structure and Core Competencies
- iii. Analyze the Environmental Threats and Opportunities Profile in Organization
- iv. Compare the Different Techniques of Strategic Evaluation and Control.
- v. Explain the Strategic issues for Non-Profit Organizations

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**UNIT I**

Strategic Management: Meaning- Conceptual Framework - Strategy Formation Process – Stakeholders in Business – Vision - Mission - Policy Statements. Business: Definition - Objectives - Goals - Ethics and Corporate Social Responsibility for Strategic Advantage.

**UNIT II**

External Environment: Meaning – Components - Porter's Five Forces Model - Strategic Groups Competitive Changes during Industry Evolution - Globalization and Industry Structure - National Context and Competitive Advantage Resources - Capabilities and Competencies – Core Competencies

**UNIT III**

Environmental Threats and Opportunities Profile: Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - McKinsey's 7s Framework - GE 9 Cell Model - Distinctive Competitiveness - Selection of matrix - Balance Score Card.

**UNIT IV**

Strategic Implementation Process : Meaning - Resource Allocation - Designing Organizational Structure -Designing Strategic Control Systems - Matching Structure and Control to Strategy -

**UNIT IV**

Securities market: New issue market – Organization structure of New Issue Market (NIM) – functions of NIM – Mechanics of floating new issue – Secondary Market – definition of Stock exchange – function of stock exchange market – Organization of stock exchanges in India – mechanics of security trading in stock exchange – stock market indices – NSE index – BSE index.

**UNIT V**

Listing of securities: scope – objectives of listing – advantages of listing – disadvantages of listing – Security dealings and government: Securities Contracts (Regulation) Act 1956 – Securities and Exchange Board of India (SEBI)

**TEXT BOOK**

1. Preeti Singh, Investment Management, Himalaya Publishing House, New Delhi, 2015.

**REFERENCE BOOKS**

1. Barua S.K, V Raghunathan J. R. Varma, Portfolio Management, Tata Mc Graw Hill, New Delhi, 2010
2. Gopalakrishnan C, Investment Management, Kalyani Publishers, Chennai, 2015.
3. Avadhani V, Investment Management, Tata Mc Graw Hill, New Delhi, 2009