PGBA (S3) 04-2

BUSINESS POLICY AND STRATEGIC MANAGEMENT

SEMESTER - III

BUSINESS ADMINISTRATION

BLOCK - 2

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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MASTER IN BUSINESS ADMINISTRATION

BUSINESS POLICY AND STRATEGIC MANAGEMENT

Block 2

DETAILED SYLLABUS

UNIT 9: Business level strategies **Page No. : 191 – 211**

Foundation of business level strategies, Industry structure and positioning of firm in industry, Generic business strategies, Tactics for business strategies: Timing Tactics, Market Location tactics, Business strategies for different Industry Conditions

UNIT 10: Strategic Analysis and Choice **Page No. : 212 – 234**

Strategy Analysis and its Importance, Process of Strategic Choice, Focusing on Strategic Alternatives, analyzing the Strategic Alternatives, choosing from the Strategic Alternatives; Tools and Techniques for Strategic Analysis

UNIT 11: Strategy Implementation **Page No. : 235 – 254**

Concept of Strategy Implementation, Nature of strategy Implementation, Barriers to strategy Implementation, Model of Strategy implementation,Project Implementation: Project management and Strategy Implementation, Procedural Implementation: Regulatory Mechanism in India and Resource Allocation

UNIT 12: Structural Implementation **Page No. : 255 – 274**

Concept of Structure, Structure and Strategy, Stages of Development of Organizations, Types of Organizational structures, Organizational Design and Change; Information system and Control system and Reward system

UNIT 13: Behavioural Implementation **Page No. : 275 – 285**

Stakeholders' Relationship Management, Social Responsibility and Strategic Management, Business Ethics and its Importance

UNIT 14: Functional and Operational Implementation **Page No. : 286 – 301**

Functional strategies,Functional Policies and Plans, Marketing Policies and Plans, Production/Operations Policies and Plans,Human resource policies and plan, Information management plans and policies.

UNIT 15: Strategic Evaluation and Control **Page No. : 302 – 319**

Concept of Strategic Evaluation, Nature of Strategic Evaluation, Importance of Strategic Evaluation, Process of Strategic Evaluation, Strategic Control, Operational Control: process of Evaluation and Techniques of Strategic Evaluation and control

BLOCK INTRODUCTION:

This is the second block of the course 'Business Research Methodology'. The Block is divided into 7 units which are related to the differnt concepts of Business Research Methodology.

This block comprises of the following seven units:

The ninth unit introduces us to Foundation of business level strategies, Industry structure and positioning of firm in industry, Generic business strategies, Tactics for business strategies: Timing Tactics, Market Location tactics, Business strategies for different Industry Conditions

The tenth unit gives us a broad idea on the concepts of Strategy Analysis and its Importance, Process of Strategic Choice, Focusing on Strategic Alternatives, analyzing the Strategic Alternatives, choosing from the Strategic Alternatives; Tools and Techniques for Strategic Analysis

The eleventh unit gives us an idea on the Concept of Strategy Implementation, Nature of strategy Implementation, Barriers to strategy Implementation, Model of Strategy implementation,Project Implementation: Project management and Strategy Implementation, Procedural Implementation: Regulatory Mechanism in India and Resource Allocation

The twelvlth unit will help us in knowing Concept of Structure, Structure and Strategy, Stages of Development of Organizations, Types of Organizational structures, Organizational Design and Change; Information system and Control system and Reward system

The thirteenth unit gives us a broad idea on Stakeholders' Relationship Management, Social Responsibility and Strategic Management, Business Ethics and its Importance

The forteenth unit will help us in understanding the functional strategies,Functional Policies and Plans, Marketing Policies and Plans, Production/Operations Policies and Plans,Human resource policies and plan, Information management plans and policies.

The fifteenth unit gives us an idea on Concept of Strategic Evaluation, Nature of Strategic Evaluation, Importance of Strategic Evaluation, Process of Strategic Evaluation, Strategic Control, Operational Control: process of Evaluation and Techniques of Strategic Evaluation and control.

THE BLOCK IS DEVIDED INTO EIGHT UNITS:

UNIT 9: Business level strategies

UNIT 10: Strategic Analysis and Choice

UNIT 11: Strategy Implementation

UNIT 12: Structural Implementation

UNIT 13: Behavioural Implementation

UNIT 14: Functional and Operational Implementation

UNIT 15: Strategic Evaluation and Control