

BUSINESS POLICY AND STRATEGY

BMHCR 610

Unit I:

Nature & importance of Business Policy & Strategy

Introduction to the strategic management process and related concepts

Characteristics of Corporate, Business & Functional level strategic management decisions

Blue Ocean Strategy. Company's vision and mission: need for a mission statement, formulation of the mission statement.

Unit II: Environmental Analysis & Diagnosis: External environment analysis (PEST), its impact on organization's policy and strategy, analysis of specific environment- Michael E. Porter's five forces model;

Internal analysis: Importance, competitive advantage and core competence, Michael E.

Porter's Value Chain Analysis. (Linkages in value chain, details of primary activities and supportive activities).

Unit III


Strategic Framework: Strategic analysis & choice

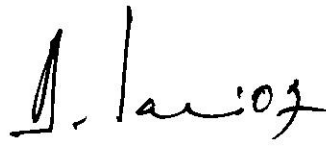
Strategic gap analyses

Portfolio analyses: BCG

Unit IV: Formulation of competitive strategies: Michael E. Porter's generic competitive Strategies (cost leadership, differentiation and focus)

, implementing competitive strategies- offensive & defensive moves (in details).


Vice-Principal
Department of Management Studies
St. Xavier's College
(Autonomous)
Kolkata


Principal
St. Xavier's College
(Autonomous)
Kolkata-16