# III SEMESTER CORE PAPERS

## C- 301. STRATEGIC MANAGEMENT

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **C-301** | **STRATEGIC MANAGEMENT** | **100** | **4** | **0** | **0** | **4** |

**UNIT-I**

Introduction: Concepts in Strategic Management, Strategic Management as a process – Developing a strategic vision, Mission, Objectives, Policies – Factors that shape a company‘s strategy – Crafting a strategy.

## UNIT-II

Environmental Scanning: Industry and Competitive Analysis -Evaluating company resources and competitive capabilities – SWOT Analysis – Strategies and competitive advantages in diversified companies and its evaluation. Tools and techniques- Porter's Five Force Model, BCG Matrix, GE Model,

## UNIT-III

Strategy Formulation : Strategy Framework For Analyzing Competition, Porter‘s Value Chain Analysis, Competitive Advantage of a Firm, Exit and Entry Barriers - Formulation of strategy at corporate, business and functional levels. Types of Strategies

## UNIT-IV

Strategy Implementation : Strategy and Structure, Strategy and Leadership, Strategy and culture connection - Operationalising and institutionalizing strategy- Organizational Values and Their Impact on Strategy – Resource Allocation – Planning systems for implementation.

## UNIT-V

Strategy Evaluation and control – Establishing strategic controls - Measuring performance – appropriate measures- Role of the strategist – using qualitative and quantitative benchmarking to evaluate performance - strategic information systems – problems in measuring performance – Strategic surveillance -strategic audit

## References

1. P.Subba Rao: Business Policy and Strategic Management, Himalaya Publishing House, New

Delhi, 2010

1. Kazmi: Strategic Management and Business Policy, Tata McGraw Hill, 2009
2. R.Srinivasn: Strategic Management, PHI Learning, New Delhi, 2009
3. Adrian Haberberg & Alison: Strategic Management, Oxford University Press, New Delhi, 2009

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **C-302** | **OPERATIONS RESEARCH** | **100** | **4** | **0** | **0** | **4** |

## Unit – I:

Importance-The History of OR-Definition-Features-Scope of Operations Research –Linear Programming: Introduction-Advantages of using LP-Application areas of LP- Formation of mathematical modelling, Graphical method, the Simplex Method; Justification, interpretation of Significance of All Elements In the Simplex Tableau, Artificial variable techniques: Big M method.

## UNIT II:

Transportation, Assignment Models: Definition and application of the transportation model, methods for finding initial solution-tests for optimality-variations in transportation problem, the Assignment Model, Travelling Salesman Problem.

## Unit – III:

Dynamic Programming – Applications of D.P. (Capital Budgeting, Production Planning, Solving Linear Programming Problem) – Integer Programming – Branch and Bound Method.

Unit – IV :– Game Theory: Introduction – Two Person Zero-Sum Games, Pure Strategies, Games with Saddle Point, Mixed strategies, Rules of Dominance, Solution Methods of Games without Saddle point – Algebraic, matrix and arithmetic methods. Simulation – Simulation Inventory and Waiting Lines.

## Unit – V:

P.E.R.T. & C.P.M. and Replacement Model: Drawing networks – identifying critical path – probability of completing the project within given time- project crashing – optimum cost and optimum duration. Replacement models comprising single replacement and group replacement. **Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

## References:

1. Winston, Operations Research, Cengage, ND
2. Anand Sharma, Operations Research, Himalaya Publishing House, 3. Kalavarthy, S. Operations Research, Vikas Publishers House Pvt Ltd.,
3. Mcleavey & Mojena, Principles of Operations Research for Management, AITBS publishers,
4. V.K.Kapoor, Operation Research Techniques for Management, Sultan Chand & Sons,
5. Richard Bronson & Govindasami Naadimuthu, SCHAUM‘S OUTLINE OF THEORY & PROBLEMS OF Operations Research, 2nd Ed., Tata Mc Graw-Hill Edition,
6. JK Sharma Operation Research – Theory and Applications, MacMillan.