

Vinayaka Missions University, Directorate of Distance Education
Salem India

MASTER OF BUSINESS ADMINISTRATION IN HUMAN RESOURCE
MANAGEMENT

2 Yr.

BUSINESS POLICY AND STRATEGIC MANAGEMENT(2041205)

UNIT - 01

INTRODUCTION TO BUSINESS POLICY AND STRATEGIC MANAGEMENT - EVOLUTION
NATURE AND SCOPE OF STRATEGIC MANAGEMENT - BUSINESS AS A SOCIAL SYSTEM

UNIT - 02

STRATEGY DEVELOPMENT AS MANAGERIAL INTENT STRATEGIC DECISION MAKING
PROCESS - STRATEGY DEVELOPMENT AS THE OUTCOME OF CULTURAL AND POLITICAL
PROCESSES - CHALLENGES IN STRATEGY DEVELOPMENT - UNCERTAINTY AND THE
LEARNING ORGANIZATION - SOCIAL AND ETHICAL ISSUES IN BUSINESS

UNIT - 03

DEFINITIONS AND SCOPE - ELEMENTS OF POLICY AND FORMULATION - SPECIAL
TECHNIQUES - MBO, MBE - MAJOR BUSINESS POLICIES - FUNCTIONAL POLICIES -
SOCIETY AND BUSINESS - BUSINESS ETHICS - SOCIAL RESPONSIBILITY - SOCIAL AUDIT
POLICIES AND STRATEGIES

UNIT - 04

STRATEGIC ANALYSIS - ENVIRONMENTAL ANALYSIS AND DIAGNOSIS - THE GENERAL
ENVIRONMENT - BUSINESS ENVIRONMENT - EXTERNAL/INTERNAL AND THEIR
INTERACTION - TECHNIQUES OF ENVIRONMENTAL ANALYSIS - PORTER'S DIAMOND
MODEL

UNIT - 05

DIAGNOSIS OF THE ENVIRONMENT - THE ENVIRONMENT - STRATEGY INTERFACE -
INDUSTRY ENVIRONMENT - INTERNATIONAL ENVIRONMENT - IDENTIFYING THE
ORGANIZATION'S COMPETITIVE POSITION - COMPETITOR ANALYSIS

UNIT - 06

ANALYSIS OF INTERNAL FACTORS AND RESOURCES - COMPETENCES AND STRATEGIC
CAPABILITY - INTERPRETIVE STRUCTURAL MODELING (ISM) - SAP-LAP ANALYSIS -
VALUE CHAIN ANALYSIS - CORPORATE RESOURCES - RESOURCE AUDIT - ANALYZING
COMPETENCIES AND CORE COMPETENCES

UNIT - 07

STRATEGY-FUNCTION / IMPORTANCE-STRATEGIC ALTERNATIVES - BCG - GE MATRIX -
SWOT ANALYSIS - COMPARATIVE ANALYSIS AND BENCHMARKING, IDENTIFICATION OF
KEY ISSUES - CRITICAL SUCCESS FACTORS (CSFS)

UNIT - 08

STRATEGIC ALTERNATIVES - STABILITY - EXPANSION - RETRENCHMENT AND
COMBINATION STRATEGIES BOTH FOR INTERNAL AND EXTERNAL - INTERNATIONAL
STRATEGIES VARIATIONS

UNIT - 09

FOCUSING THE ALTERNATIVES FOR SELECTION - STRATEGIC CHOICE PROCESSES -
MANAGERIAL CHOICE FACTORS - CHOOSING THE INTERNATIONAL STRATEGIES

UNIT - 10

STRATEGY FORMULATION / MODEL-CONTROL AND EVALUATION OF STRATEGIES - 7-S SYSTEM - IMPLEMENTATION PROCESSES - PLANNING SYSTEMS TO IMPLEMENT STRATEGIC MANAGEMENT - PLAN AND POLICY IMPLEMENTATION

UNIT - 11

LEADERSHIP ASPECTS - IMPLEMENTING STRATEGY IN INTERNATIONAL SETTING - THE CONTROL AND EVOLUTION PROCESS - MEASUREMENT - FEEDBACK AND CORRECTIVE ACTION

UNIT - 12

UNDERSTANDING TYPES OF STRATEGIC CHANGE - MANAGING STRATEGIC CHANGE - MANAGING FLEXIBILITY THROUGH SAP-LAP