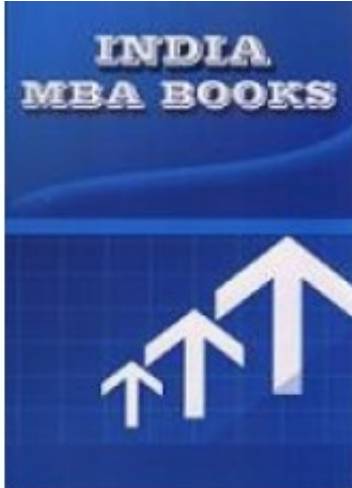


# STRATEGIC MANAGEMENT OR PROJECT REPORT AND VIVA - VOCE



**Brand:** Mehta Solutions

**Product Code:** BU028

**Weight:** 0.00kg

**Price:** Rs335

## Short Description

**BANGALORE UNIVERSITY STRATEGIC MANAGEMENT OR PROJECT  
REPORT AND VIVA - VOCE**

## Description

**STRATEGIC MANAGEMENT OR PROJECT REPORT AND VIVA - VOCE  
SOLVED PAPERS AND GUESS**

**Product Details: BANGALORE UNIVERSITY STRATEGIC MANAGEMENT OR  
PROJECT REPORT AND VIVA - VOCE**

**Format: BOOK**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2018-19**

**RATING OF BOOK: EXCELLENT**

## **ABOUT THE BOOK**

### **FROM THE PUBLISHER**

If you find yourself getting fed up and frustrated with other BANGALORE UNIVERSITY book solutions now mehta solutions brings top solutions for **BANGALORE UNIVERSITY STRATEGIC MANAGEMENT OR PROJECT REPORT AND VIVA - VOCE**

**REPORT book** contains previous year solved papers plus faculty important questions and answers specially for BANGALORE UNIVERSITY .questions and answers are specially design specially for **BANGALORE UNIVERSITY** students .

**Please note: All products sold on mbabooksindia.com are brand new and 100% genuine**

- **Case studies solved**
- **New addition fully solved**
  
- **last 5 years solved papers with current year plus guess**

**PH: 07011511310 , 09899296811 FOR ANY problem**

## **FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS**

### **6.4 STRATEGIC MANAGEMENT OR PROJECT REPORT AND VIVA - VOCE**

#### **OBJECTIVE:**

The Objective of this subject is to expose the students to the various strategic issues such as strategic

planning, implementation and evaluation etc. and preparation of project reports.

#### **Unit 1: INTRODUCTION TO STRATEGIC MANAGEMENT**

Introduction - Meaning and Definition – Need – Process of Strategic Management – Strategic Decision

Making – Business Ethics – Strategic Management.

#### **Unit 2: ENVIRONMENTAL APPRAISAL**

The concept of Environment – The Company and its Environment – Scanning the Environment,

Technological, Social, Cultural, Demographic, Political, Legal and Other Environments Forces. SWOT

Analysis – Competitive Advantage – Value Chain Analysis.

#### **Unit 3: STRATEGIC PLANNING**

Strategic Planning Process – Strategic Plans during recession, recovery, boom and depression – Stability

Strategy – Expansion Strategy – Merger Strategy – Retrenchment Strategy – Restructure Strategy – Levels

of Strategy – Corporate Level Strategy – Business Level Strategy and Functional Level Strategy –

Competitive Analysis – Porter's Five Forces Model.

#### **Unit 4: IMPLEMENTATION OF STRATEGY**

Aspects of Strategy Implementation – Project Manipulation – Procedural Implementation – Structural

Implementation – Structural Considerations –Organizational Design and Change – Organizational

Systems. Behavioral Implementation – Leadership Implementation – Corporate Culture – Corporate

Policies and Use of Power. Functional and Operational Implementation – Functional Strategies –

Functional Plans and Policies. Financial – Marketing – OPERATIONAL and Personnel dimensions of

Functional Plan and Policies – Integration of Functional Plans and Policies.

#### **Unit 5: STRATEGY EVALUATION**

Strategy Evaluation and Control - Operational Control - Overview of Management Control – Focus on Key

Result Areas.

**Details**

**1. Books by courier**

**2. Delivery in 5-7 days**

**3. Courier india only**

**4. Rating of product : largest selling**