



**ANDHRA UNIVERSITY**

**ఆంధ్ర విశ్వకళా పరిషత్**

Accredited by NAAC with 'A' Grade ISO 9001: 2015 Certified

## **Course: Business Policies & Strategic Management**

### **Summary**

Course Status:	Upcoming
Course Type:	Elective
Duration:	8 weeks
Last Date for Enrollment:	28th Feb 2023
Start Date:	1 <sup>st</sup> March 2023
End Date:	30 <sup>th</sup> May 2023
Exam Date:	15th June 2023
Category:	Management
Credit Points:	2
Level:	Undergraduate/Postgraduate

### **Course Layout**

#### **Week 1: Introduction**

Introduction – Definition, Meaning and Scope of Strategy – Definition, Meaning and Scope of Business Policy – Evolution of Strategic Management – Mintzerb's 5 Ps of strategy – Summary – Key Words – Self Assessment Questions

#### **Week 2: Strategy Formulation and Strategic Intent Structure**

Introduction – Steps in Strategy Formulation – Vision statement – Mission Statement – Objectives, Goals and Targets – Classification of Objectives – Top Down and Bottom Up Approaches – Summary – Key Words – Self Assessment Questions

### **Week 3: Environment Analysis Structure**

Introduction – Firm Environment Fit – Environment Analysis – Micro Environment Analysis – Macro Environment Analysis – Political Environment – Economical Environment

### **Week 4: Environment Analysis Structure (Cont..)**

Social Environment – Technological Environment – Ecological Environment – Legal Environment – Summary – Key Words – Self Assessment Questions

### **Week 5: Types of Strategies**

Structure: Introduction – Generic Strategies. Low Cost, Differentiation and Focus – Corporate level strategy – Business Unit Level Strategy – Growth Strategies – Stability Strategies – Outsourcing Strategies – Avoidable Strategies – Research & Development Strategy – Summary – Key Words – Self Assessment Questions

### **Week 6: Functional Strategies Structure**

Introduction – Strategic Finance Management – Strategic Human Resource Management – Strategic Marketing Management – Strategic Operations Management – Summary – Key Words – Self Assessment Questions

### **Week 7: Strategic Information Technology Management**

Strategy Implementation Structure: Introduction – Strategy Formulation and Implementation – Steps in Strategy Implementation – Approaches in Strategy Implementation – Resource Allocation – Mckinesey's 7 S frame work – Summary – Key Words – Self Assessment Questions

### **Week 8: Strategy Evaluation and Control Structure**

Introduction – Operational control – Strategic control – Effective evaluation system – Summary – Key Words – Self Assessment Questions

## **Certificate Course**

The course is free to enroll and learn from.

Date of Online Exams:**15th June 2023**, Time: 3 pm to 6pm.

More details will be made available when the exam registration form is published. If there are any changes, it will be mentioned then.

### **CRITERIA TO GET A CERTIFICATE**

- Continuous Evaluation – 25% weightage, Students need to complete 2 Assignments per Course through LMS
- Exam Score = 75% Weightage, Students to Attempt the Examinations for 75 Marks through LMS
- Passing Criteria – 40%

Only the e–certificate will be made available. Hard copies will not be dispatched.

Once again, thanks for your interest in our online courses and certification. Happy learning.