

Strategic Management (Common Subject)

Suggestive Coverage:

- Process and Content of Strategy
- Competitive Advantage
- Strategic Intent
- External Analysis,
- Industry Structure Analysis
- Internal Analysis,
- Core Competencies
- Leveraging Core Competencies, and Value Chain Analysis
- Business Level Strategy
- Corporate Strategy
- International Strategy
- Operational Strategy
- Social Responsibility & Ethical dilemma & Integrity
- Technology Strategy
- Organizational Learning and Knowledge Management
- Integration of Strategy
- Strategy Implementation
- Systems Levers- Corporate Governance
- Systems Levers
- Strategic Leadership

Suggested Text Books:

1. Thomas L. Wheelen & J. David Hunger; Concepts in Strategic Management and Business Policy; Pearson Education
2. Porter, M.E., Competitive Strategy, Free Press, New York.
3. Porter, M.E., Competitive Advantage: Creating and Sustaining Superior Performance, Free Press, New York.
4. Hitt, Ireland and Hoskisson; Strategic Management: concepts & Cases; South

Western

5. Thomson learning

6. Peter Fitzroy & James Hulbert; Strategic Management – Creating value in turbulent times; John Wiley and Sons, Inc.

7. Johnson, Scholes and Whittington, “Exploring Corporate strategy”; Pearson Education

8. Thompson and Strickland – Strategic Management, Tata McGraw-Hill Edition

9. Henry Mintzberg – Strategy Safari

10. Hamel and Prahalad- Competing for Future

11. Fred R. David, Strategic Management Concept & Cases, Pearson Education

12. Pankaj Ghemawat, “Strategy and the Business Landscape” Pearson Education

13. Strategic Management Text and Cases, by G. G. Dess, G. T. Lumpkin and A. B. Eisner.

14. Tata McGraw Hill Edition, Third Edition.

15. Alex Miller, Strategic Management. 3rd Edition, McGraw Hill. 1998

16. Strategic Management by Thompson, Strickland, Gamble and Jain. McGraw Hill 2010, 16th edition.

17. Strategic Management: Formulation, Implementation and Control by John A. Pearce II, Richard B. Robinson, Jr. & Amita Mital, 10th Edition (Special Indian Edition), McGraw Hill. 2008.