

## MS-11 : STRATEGIC MANAGEMENT

BLOCK	UNIT NOs.	UNIT TITLE
<b>I</b>		<b>INTRODUCTION TO STRATEGIC MANAGEMENT</b>
	1	Concept of Strategy
	2	Process of Strategy
	3	Strategic Framework
<b>II</b>		<b>STRATEGIC ANALYSIS</b>
	4	Environmental Analysis
	5	Competitive Forces
	6	Internal Analysis
<b>III</b>		<b>BUSINESS LEVEL STRATEGY</b>
	7	Cost
	8	Differentiation and Focus
<b>IV</b>		<b>CORPORATE LEVEL STRATEGY</b>
	9	Growth Strategies-I
	10	Growth Strategies-II
	11	Strategic Alliances
	12	Turnaround
<b>V</b>		<b>IMPLEMENTATION AND CONTROL</b>
	13	Structural Dimensions
	14	Behavioural Dimensions
	15	Control
	16	Evaluation of Strategy