

**M.COM I SEM (I)**  
**PORTION FOR INTERNAL EXAM – OCTOBER 2018**

STRATEGIC MANAGEMENT

- INTRODUCTION TO STRATEGIC MANAGEMENT CONCEPT OF STRATEGIC MANAGEMENT, STRATEGIC MANAGEMENT PROCESS, VISION, MISSION AND GOALS, BENEFITS AND RISKS OF STRATEGIC MANAGEMENT. LEVELS OF STRATEGIES: CORPORATE, BUSINESS AND OPERATIONAL LEVEL STRATEGY, FUNCTIONAL STRATEGIES: HUMAN RESOURCE STRATEGY, MARKETING STRATEGY, FINANCIAL STRATEGY, OPERATIONAL STRATEGY BUSINESS ENVIRONMENT: COMPONENTS OF ENVIRONMENT- MICRO AND MACRO AND ENVIRONMENTAL SCANNING
  
- STRATEGY FORMULATION, IMPLEMENTATION AND EVALUATION STRATEGIC FORMULATION: STAGES AND IMPORTANCE, FORMULATION OF ALTERNATIVE STRATEGIES: MERGERS, ACQUISITIONS, TAKEOVERS, JOINT VENTURES, DIVERSIFICATION, TURNAROUND, DIVESTMENT AND LIQUIDATION.