

## M.Com. 102A Strategic Management and Industrial Economics

Unit No.	Unit Title	Contents
1	Introduction to Strategic Management	Strategy - Concept and its evolution Strategic Management Characteristics, dimensions and Approaches to strategic Decision Making Strategic Management Process Components of Strategic Management Model – Policies, Role of Top Management Strategic implications of Social and Ethical Issues
2	Strategy Formulation, Strategic Analysis and Strategic Planning	Organizational Goals, Mission and Social Responsibility Analysis of Business Environment Internal analysis for Strategic Advantage – Strategic Planning – meaning, steps, alternatives, advantages and Disadvantages. Designing an effective Strategic Plan
3	Strategic Choices and Strategy Implementation	Generating Strategic Alternatives for Stability, Growth and Sustainable Strategies Evaluation of Strategic Alternatives for developing Product portfolio Models and selection of Suitable Corporate Strategy Implementation issues Planning and allocation of resources Organizational Structures – factors affecting the choice, Degree of Flexibility and Autonomy
4	Functional Strategy and Strategic Review	Knowledge and Formulation of Functional Strategy for Marketing Environment Sustainability CSR ( Corporate Social Responsibility) Human Resource Finance Logistics Evaluation of Strategic Performance – Criteria and Problems Concept of Corporate Restructuring, Business Process Reengineering, Benchmarking, TQM and Six Sigma Chankyaniti - A Case study approach

5	Introduction and Concepts	<ol style="list-style-type: none"> <li>1. Meaning, Nature, Scope, Need and Significance of Industrial Economics</li> <li>2. Industrial Combinations- causes, mergers and amalgamations, industrial monopoly- control of monopolies</li> <li>3. Sellers' Concentration, Economies of Scale</li> <li>4. Product Pricing – theories and evidence</li> </ol>
6	Industrial Location	<ol style="list-style-type: none"> <li>1. Factors Affecting Location of Industries</li> <li>2. Theories of Industrial Location- Alfred Weber's theory, Sargent Florence Theory</li> <li>3. Industrial Imbalance –Need for balanced regional industrial development-Causes and Measures of Industrial imbalance</li> <li>4. Regional Industrial Imbalance in India – Extent and Government Policy Measures for Balanced Regional Industrial Development</li> </ol>
7	Industrial Productivity, Efficiency and Size of Firm	<ol style="list-style-type: none"> <li>1. Industrial Productivity and Efficiency- Meaning, Norm, Tools and measurement of Industrial Productivity and Efficiency</li> <li>2. Factors Affecting Industrial Productivity and Efficiency</li> <li>3. Industrial Productivity in India</li> <li>4. Causes of Low Industrial Productivity</li> <li>5. Remedial measures by the government to improve industrial productivity</li> <li>6. Size of Firm- Determinants of Size of Firm</li> <li>7. Optimum Size of Firm- Meaning and its Determinants</li> </ol>
8	Industrial Finance and Indian Industrial Growth	<ol style="list-style-type: none"> <li>1 Meaning, Scope, Importance of Industrial Finance</li> <li>2. Sources of Industrial Finance- private, public and cooperative sector, shares, debentures, bonds, deposits, loans etc.</li> <li>3. Foreign Capital- need, government's policy, direct investment, foreign institutional investment,</li> <li>4. Form of Foreign Capital : Euro issues, GDR, ADR, External commercial borrowings</li> <li>5. Industrial policy : Trends in Industrial Growth since 1991</li> <li>6. Performance and Problems of Micro, Small, Medium Enterprises</li> </ol>

## Reference Books:

1. Strategic Management : the Indian Context – By R. Srivivasan
2. Strategic Management – By Dinesh Madan
3. Concepts in Strategic Management and Business Policy – By Thomas L. Wheelen, J. David Hunger, Alan Hoffman, Charles E. Bamford
4. Strategic Management – By Fred R. David, Forest R. David
5. Strategic Management – By Dr. C.B. Gupta
6. Introduction to Strategic Management – Dr. Arun Ingale, Success Publications.
7. Industrial Economics: Indian Perspective, Cherunilam, F., Himalaya Publishing house. Mumbai
8. Industrial Economy of India Sivaya, K.V. and Das VBM (latest Edition), Sultan Chand Mumbai
9. Industrial Eoomics Sing, A. and A.N. Sadhu Himalaya Publishing House Mumbai
10. Industrial Growth in India - Stagnation since Mid-sixties, Ahluwalia, I.J., Oxford University Press New Delhi
11. Performance Appraisal of PEs in India: Conceptual Approach", in Public Enterprises in India, Jyotsna and Narayan B, Chug Publications, Allahabad
12. Industrial Economics, Burthwal, R.R Wiley Eastern Ltd, New Delhi

## Suggested references Web reference

Sr. no	Lectures	PPTs	Articles
1	<a href="https://www.economicnetwork.ac.uk/teaching/Lecture%20Slides/Industrial%20Economics">https://www.economicnetwork.ac.uk/teaching/Lecture%20Slides/Industrial%20Economics</a>	<a href="http://www.powershow.com/view/26979b-MGI2M/INDUSTRIAL_ECONOMICS_powerpoint_ppt_presentation">http://www.powershow.com/view/26979b-MGI2M/INDUSTRIAL_ECONOMICS_powerpoint_ppt_presentation</a>	<a href="https://onlinelibrary.wiley.com/journal/14676451">https://onlinelibrary.wiley.com/journal/14676451</a>
2	<a href="https://www.studocu.com/en/document/university-of-nottingham/industrial-economics/lecture-notes/lecture-notes-lectures-1-10/594973/view">https://www.studocu.com/en/document/university-of-nottingham/industrial-economics/lecture-notes/lecture-notes-lectures-1-10/594973/view</a>	<a href="http://www.staff.city.ac.uk/~sj355/INDUSTRIAL%20intro.ppt">http://www.staff.city.ac.uk/~sj355/INDUSTRIAL%20intro.ppt</a>	<a href="https://onlinelibrary.wiley.com/loi/14676451">https://onlinelibrary.wiley.com/loi/14676451</a>
3	<a href="https://www.hse.ru/data/2010/10/22/1224130267/BSc4_industrial_en.pdf">https://www.hse.ru/data/2010/10/22/1224130267/BSc4_industrial_en.pdf</a>	<a href="https://slideplayer.com/slide/11650124/">https://slideplayer.com/slide/11650124/</a>	<a href="https://econpapers.repec.org/article/blajindec/">https://econpapers.repec.org/article/blajindec/</a>