M.Com. 102B   Strategic Management and Business Statistics

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	Time Series	Introduction, Definition, Components of Time Series, The Trend, Seasonal variation, Cyclical variation, Irregular variation, Methods of estimating Trends, Moving averages (with periods 3,4,5), Fitting of trend line and second degree curve, Exponential smoothing, Example and problem
6	Theory of Probability Distributions: Discrete and Continuous	1. Random Variables, discrete random variable, continuous random Variable 2. Probability distribution and probability mass function (p. m .f.) of discrete random variable, Probability density function(p.d.f.) of continuous random variable 3. Expected value, variance and standard deviation 4. Marginal, Joint and Conditional distribution 5. Numerical Problems on finding p.m.f/p.d.f, expected value and variance
7	Standard Probability Distributions and Parameter Estimation	1. Binomial Distribution: p. m. f., mean and variance. 2. Poisson Distribution : p. m. f., mean and variance 3. Normal Distribution : p. m. f., mean, variance, properties 4. Exponential distribution : definition, mean, variance and properties 5. Limiting relations between these distributions 6. Numerical problems to calculate probabilities, mean and Variance 7. Parameter and Statistic 8. Unbiased estimator 9. Confidence interval (around unbiased estimator) 10.Examples and Problems on real life situations

8	Tests of Hypothesis	1. Hypothesis, null and alternative hypothesis, two types of errors, test statistic,
		   critical region acceptance region, level of significance, p-value
		2. Chi square test for goodness of fit
		3. Chi square test for independence of two attributes
		4. Small Sample Tests – a) One sample test, b) Two sample test, c) Paired t – test, d) F- test
		5. Large sample tests for population mean and population proportion
		    1. Test for the mean a) one sample b) two samples
		    2. Test for the proportion a) one sample b) two samples
		6. Numerical Problems

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. Probability and Statistics   R Walpole, S Myers and K Ye   Pearson Education International London
8. Fundamentals of Mathematical Statistics S.C. Gupta and V.K. Kapoor   Sultan Chand & Sons   New Delhi
9. Fundamentals of Applied Statistics   S.C. Gupta   Sultan Chand & Sons   New Delhi
10. Statistics for Business and Economics   J.S Chandran   Vikas Publishing   Mumbai
11. Quantitative Techniques for Business   Dr. A.B. Rao   Jaico Publishing House Mumbai
12. Fundamentals of Statistics   D.N. Elhance   Kitab Mahal   Kanpur

Web reference

1. www.freestatistics.tk(National Statistical Agencies)
2. www.psychstat.smsu.edu/sbk00.htm(Onlinebook)
3. www.bmj.bmjournals.com/collections/statsbk/index.shtml
4. www.statweb.calpoly.edu/bchance/stat-stuff.html
5. www.amstat.org/publications/jse/jse-data-archive.html(International journal on teaching and learning ofstatistics)
6. www.amstat.org/publications/chance(Chancemagazine)
7. www.statsci.org/datasets.html(Datasets)
8. www.math.uah.edu/stat(Virtual laboratories in Statistics)
9. www.amstat.org/publications/stats(STATS : the magazine for students of Statistics)
10. www.stat.ucla.edu/cases(Case studies in Statistics).
11. www.statsoft.com
12. www.statistics.com
13. www.indiastat.com
14. www.unstat.un.org
15. www.stat.stanford.edu
16. www.statpages.net
17. www.wto.org
18. www.censusindia.gov.in
19. www.mospi.nic.in
20. www.statisticsofindia.in