

4.	Strategic Implementation & Functional Strategies: <ul style="list-style-type: none"> • Components of Strategic Implementation and Execution, • Role of leadership in Strategic Management, • Functional Strategies – Production, Human Resource, Finance, Marketing and R. & D, • Strategic Control. 	12
5.	Strategic Review: Evaluating Strategic Performance – Criteria and Problems. Tools of Alignment and Realignment of Strategy	05
6.	Cases in Strategic Management	07
	Total No of Lectures	50

Suggested Readings:

1. Cherunilam Francis., *Business Policy and Strategic Management*, 4th Revised Edition, Himalaya Publishing House, 2015.
2. Rao V S P, Harikrishna v., *Strategic Management Text and Cases*, 2006, Excel Books.
3. David R Fred., *Strategic Management-Concepts and Cases*, Tenth Edition, 2006, Pearson Education Inc.
4. Ram Pattabhi V., *First Lessons in Strategic Management*, Second Edition, Snow Whit Publications, Mumbai, 2012
5. Ghosh P K., *Business Policy: Strategic Planning and Management*, 8th Edition, Sultan Chand and Sons, New Delhi
6. N.A.Orcullo, *Fundamentals of Strategic Management*
7. Philip Sadler, *Strategic Management*

Dr. G. H. Gidwani

Mrs. Sushma Joshi

Dr. Netra Neelam

Dr. Syamala Parthsarthy

Dr. Mrs. Rama Venkatachalam

Ms. Rajni Singh

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01/07/15
01/07/15

Rama Venkat 1/07/15

Rajni Singh 01/07/15

BP 1/7/15

