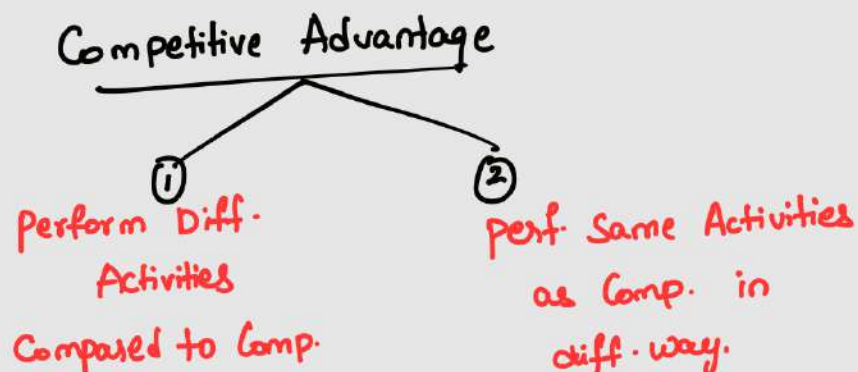
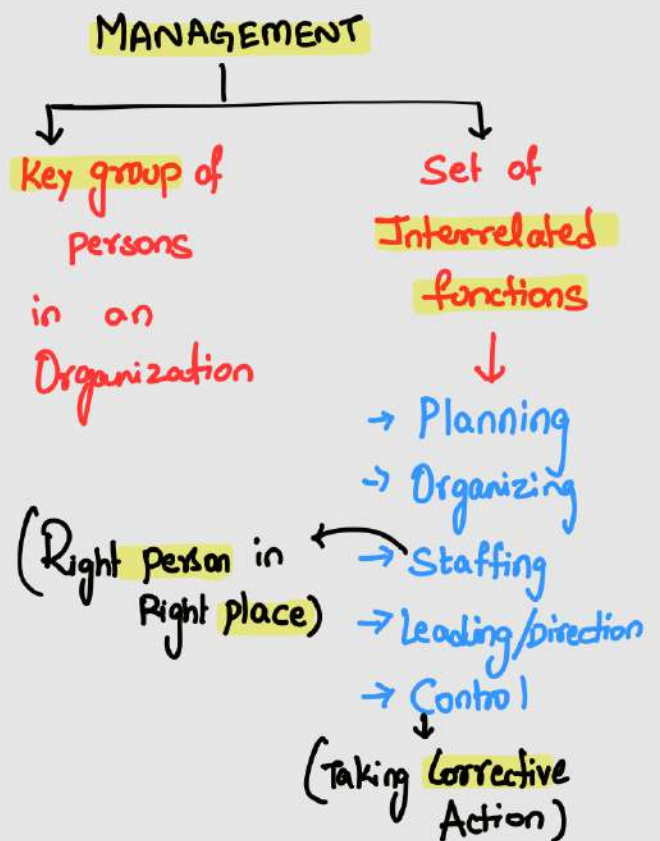
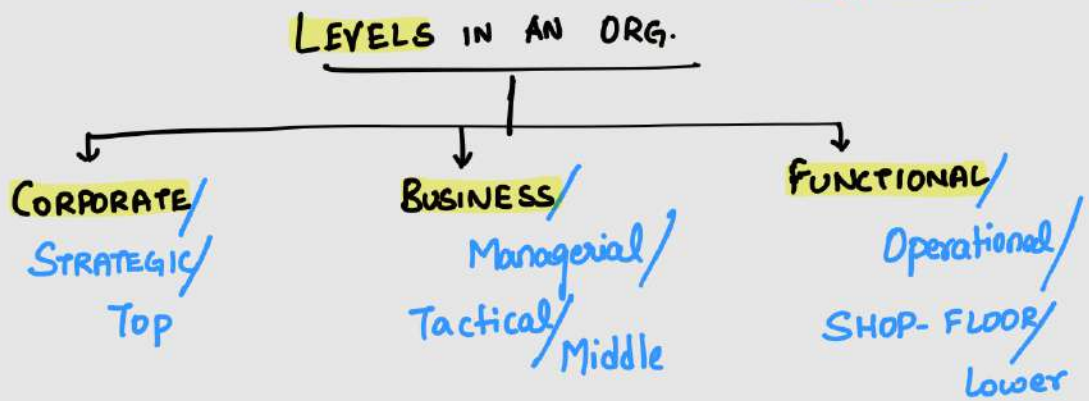
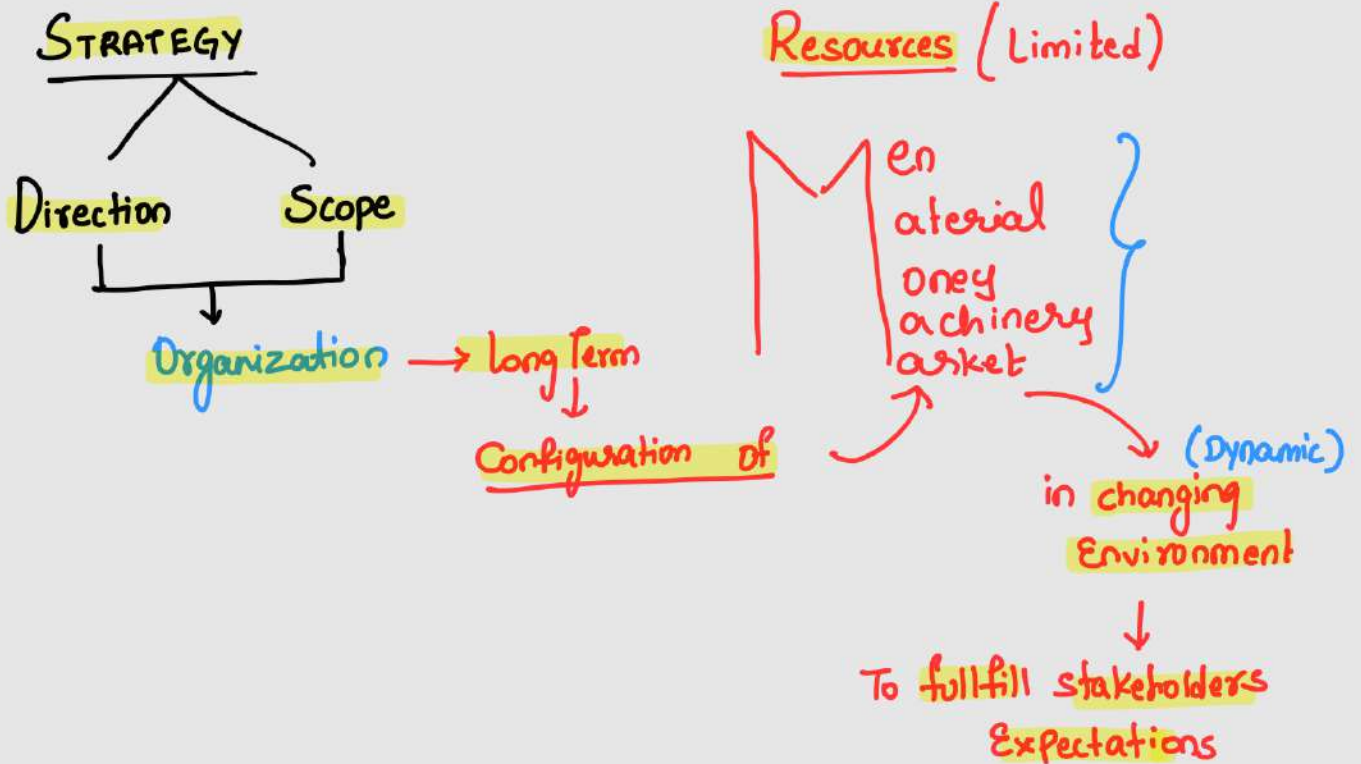


PAPER - 9 PART - B

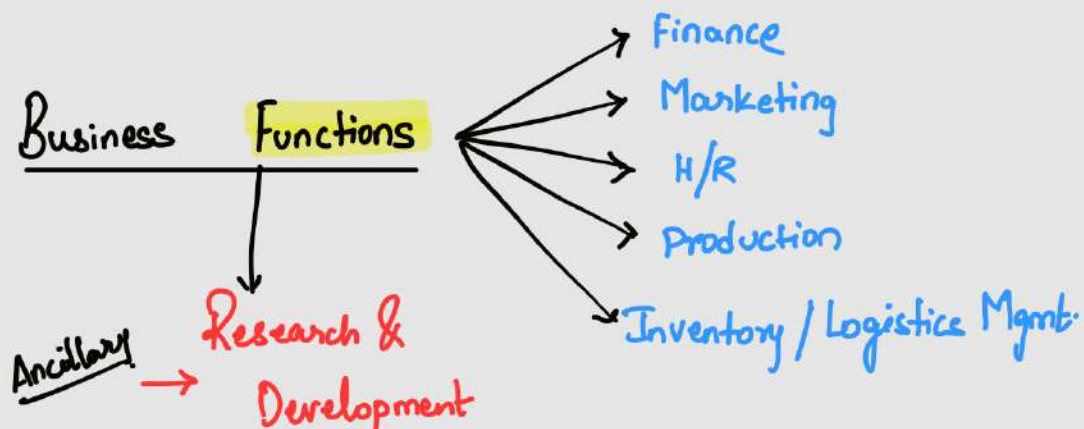
STRATEGIC MANAGEMENT

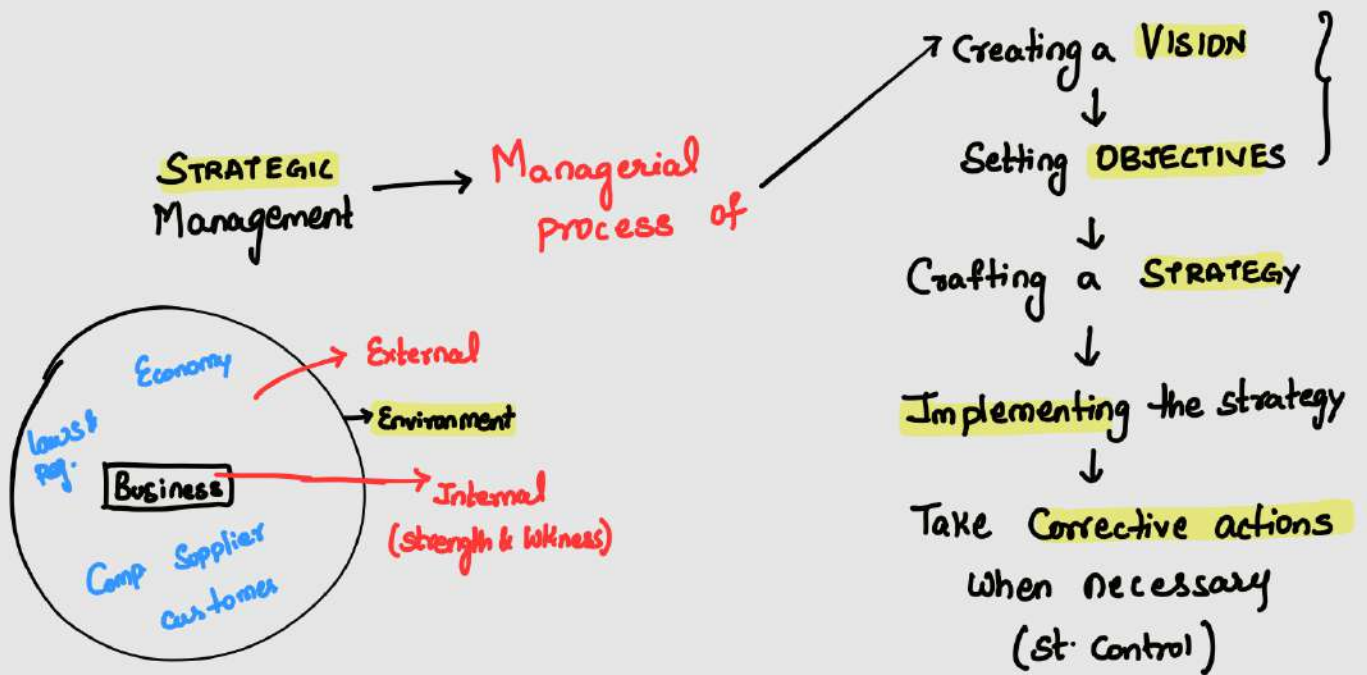
HANDWRITTEN CLASS - NOTES





At which level Strategy is required? } → ALL LEVELS



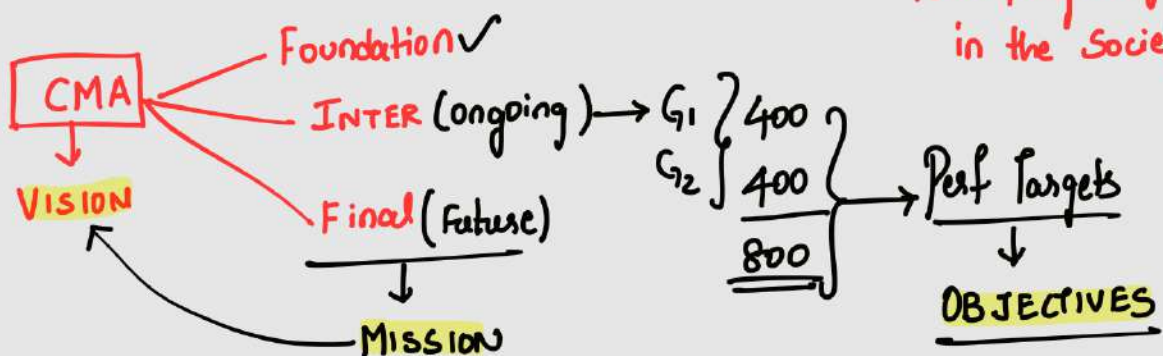


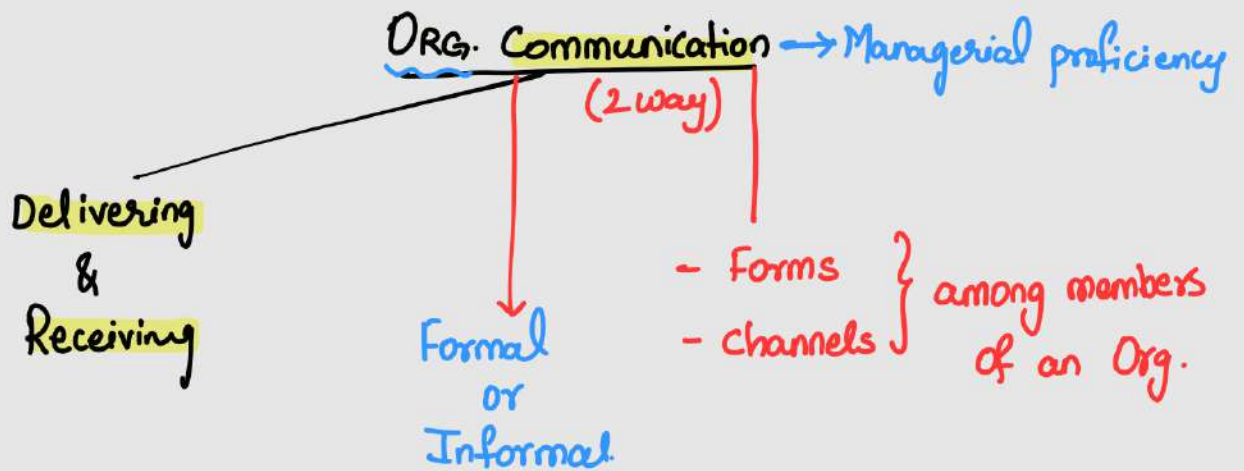
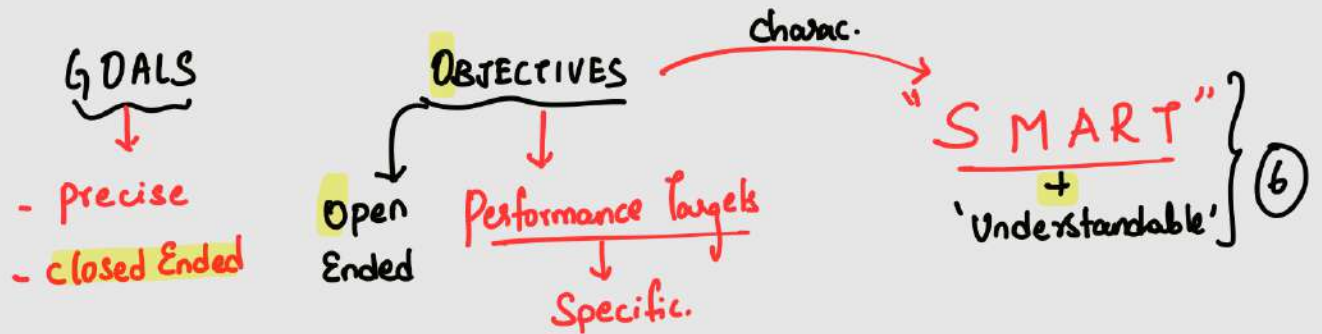
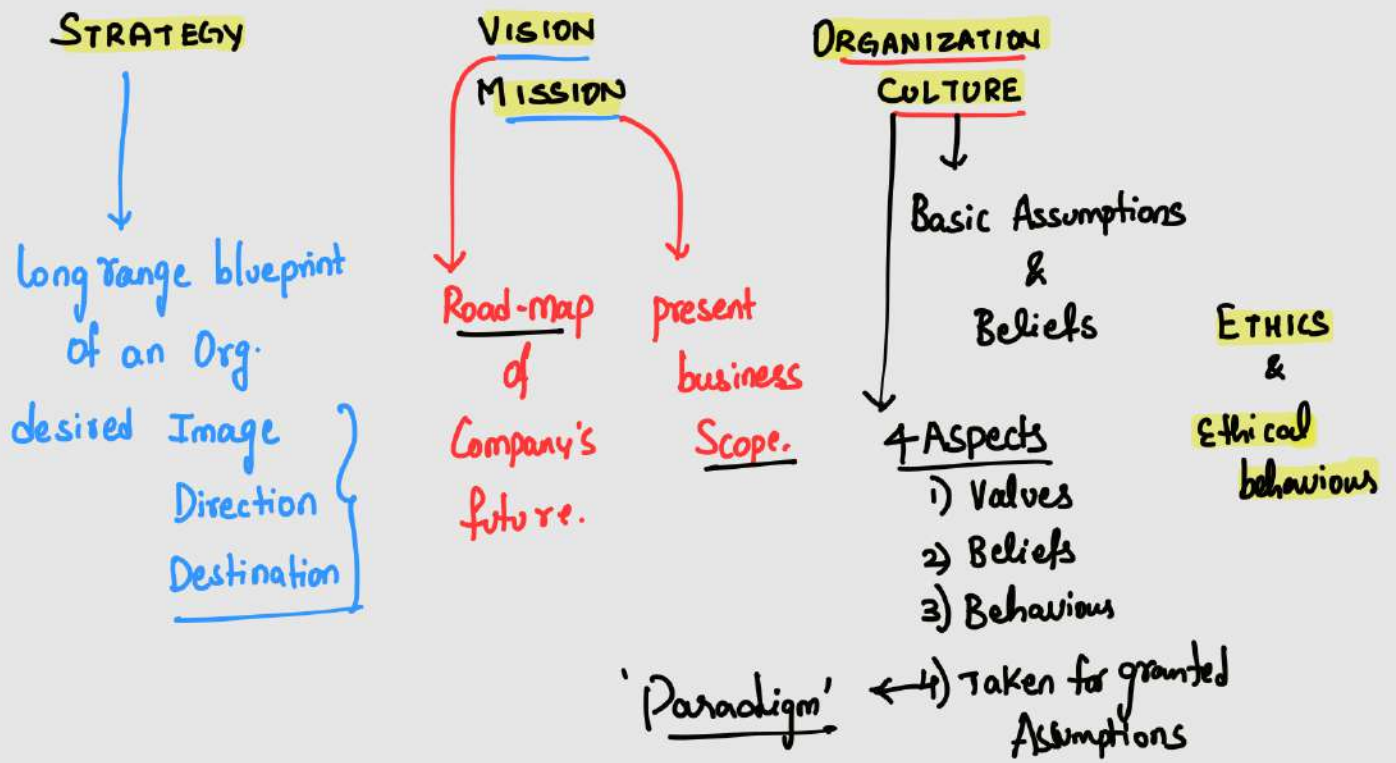
where are we going → **VISION**
 (Destination)

Who we are?
 what we do?
 (present → Scope)

Why we are here → **MISSION**
 ↓
 purpose

Role played by org. in the Society





Emotional Intelligence



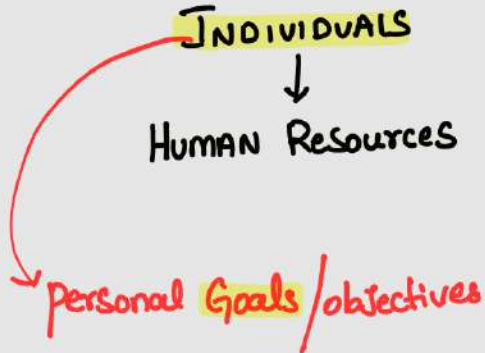
Self Aware
Self Regulation
Motivation
Empathy
Social skills

5 points

INDIVIDUALS



HUMAN RESOURCES



personal Goals/objectives

ORGANIZATION



VISION



MISSION

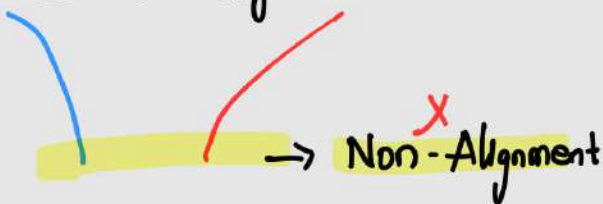


GOALS & OBJECTIVES

Ind Vs Org

Ind. obj line

org. obj line



Non-Alignment



Alignment of Ind. & Org obj.

Balanced Scorecard Approach

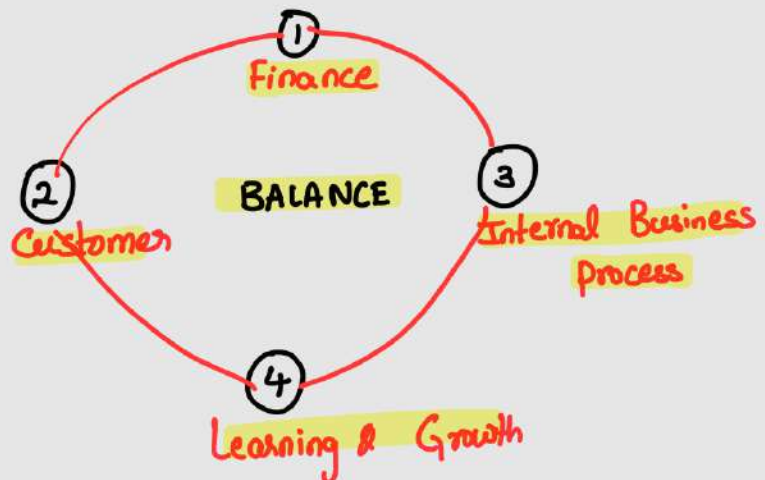
WHAT?

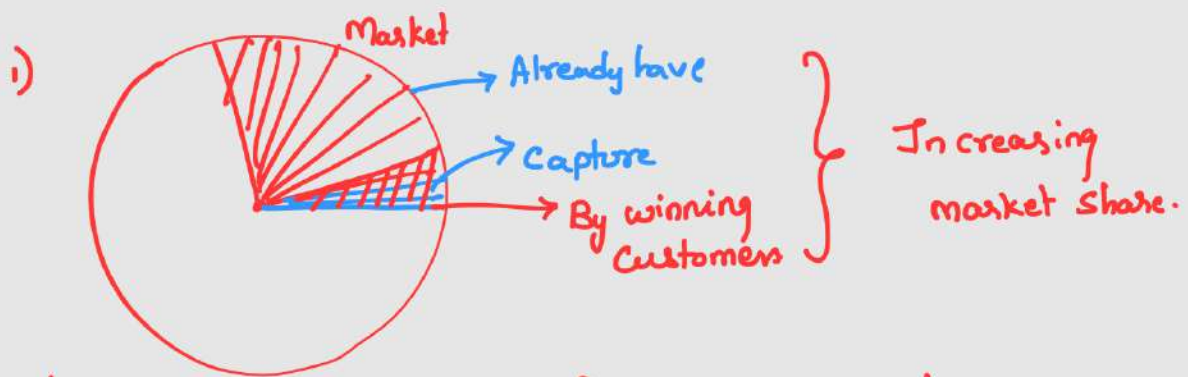
Financial?

STRATEGIC?



Right Balance
between both.

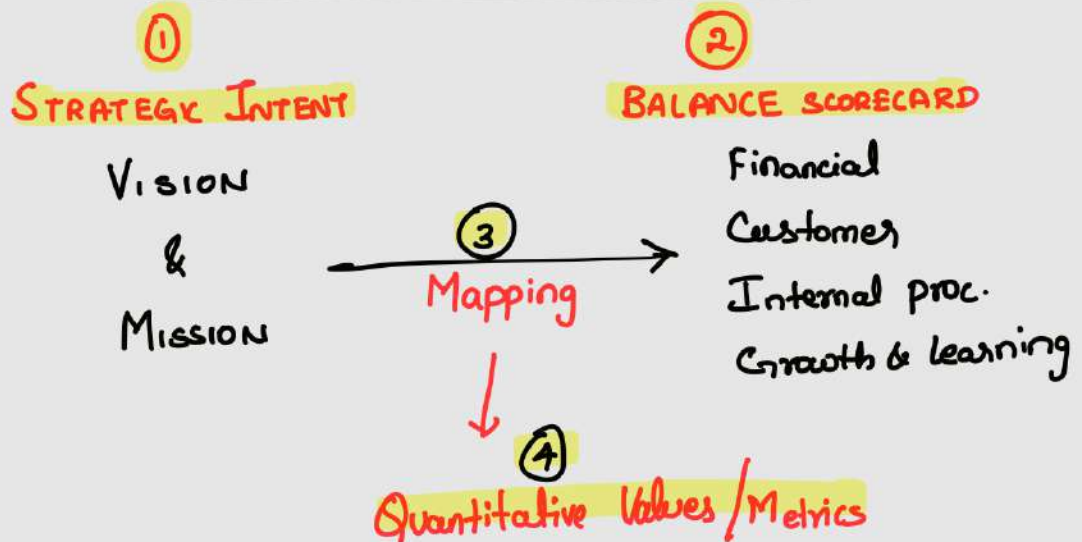




2) Low Cost - Compared to Comp. } → Cost-Leadership strategy



BALANCE SCORE CARD - STEPS



Accounting Terms

$$\text{PROFIT} = \text{Revenue} - \text{Cost.}$$

Economic Value Added

(EVA)

$$= \text{NOPAT} - \text{Cost of Capital}$$

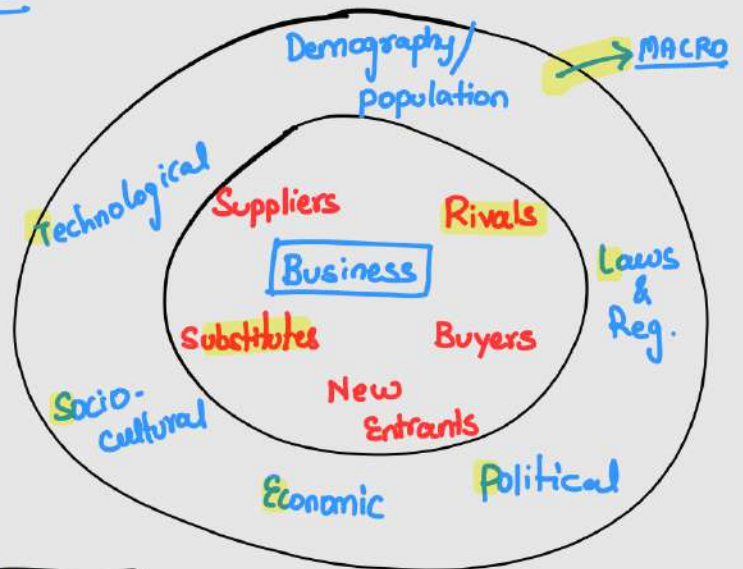
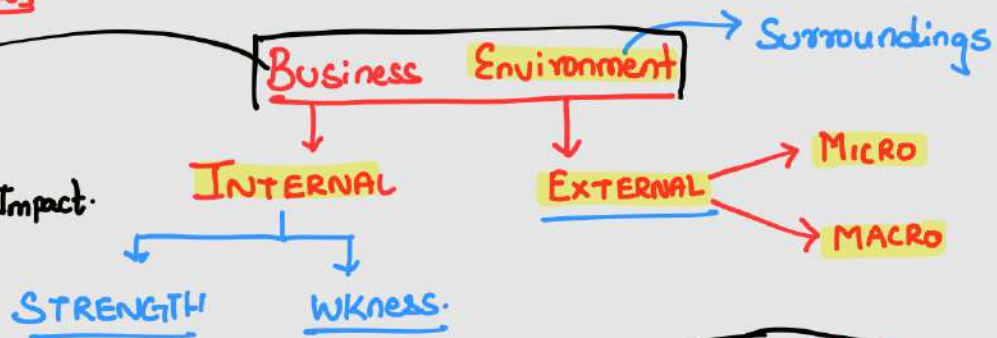
(net op. profit After Tax)

↓

As calc. using (WACC)

Characteristics

- ① Complex
- ② Dynamic
- ③ Multi-faced
- ④ Far-reaching Impact.



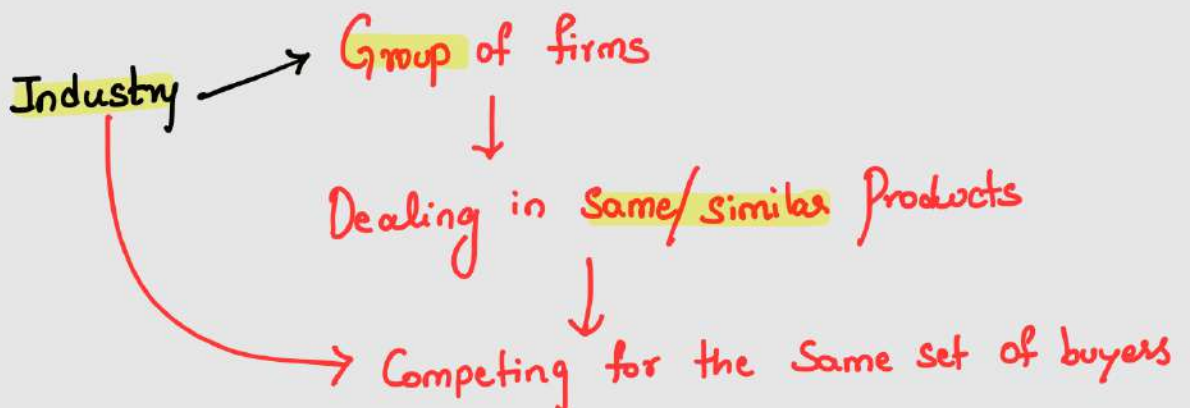
MACRO Environment

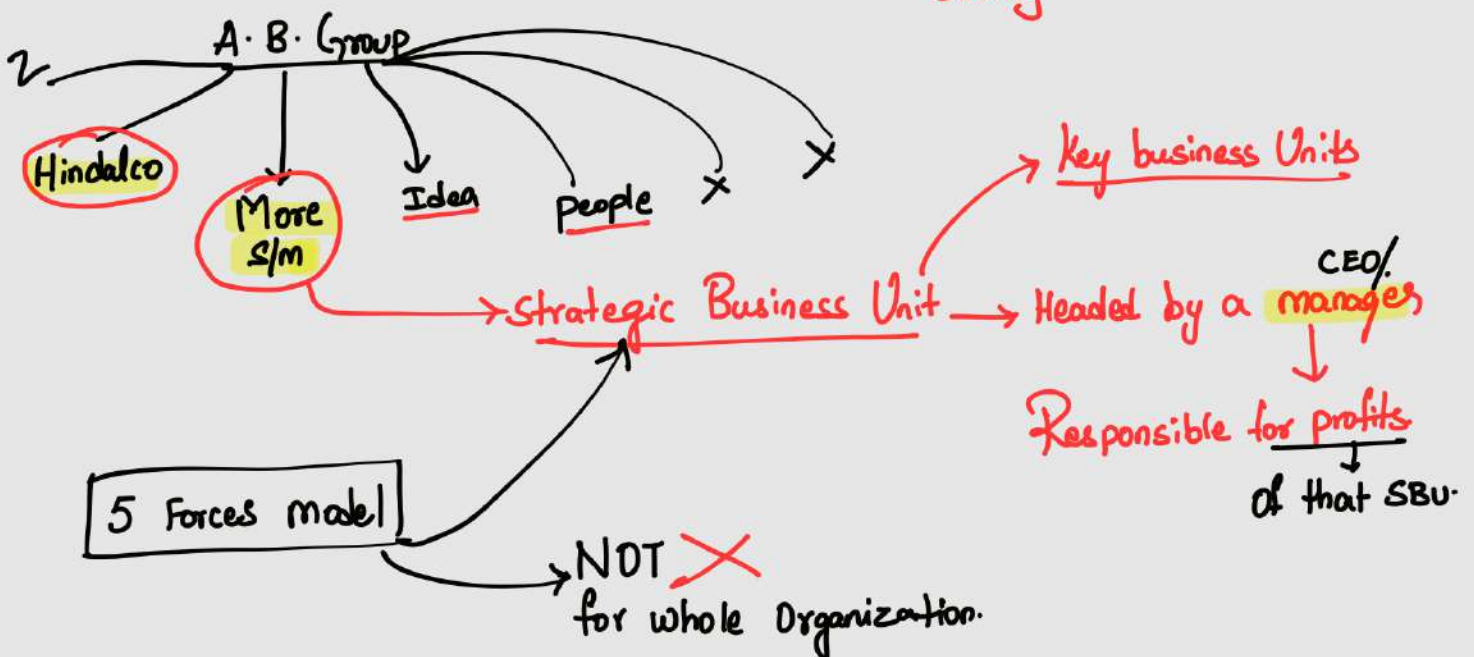
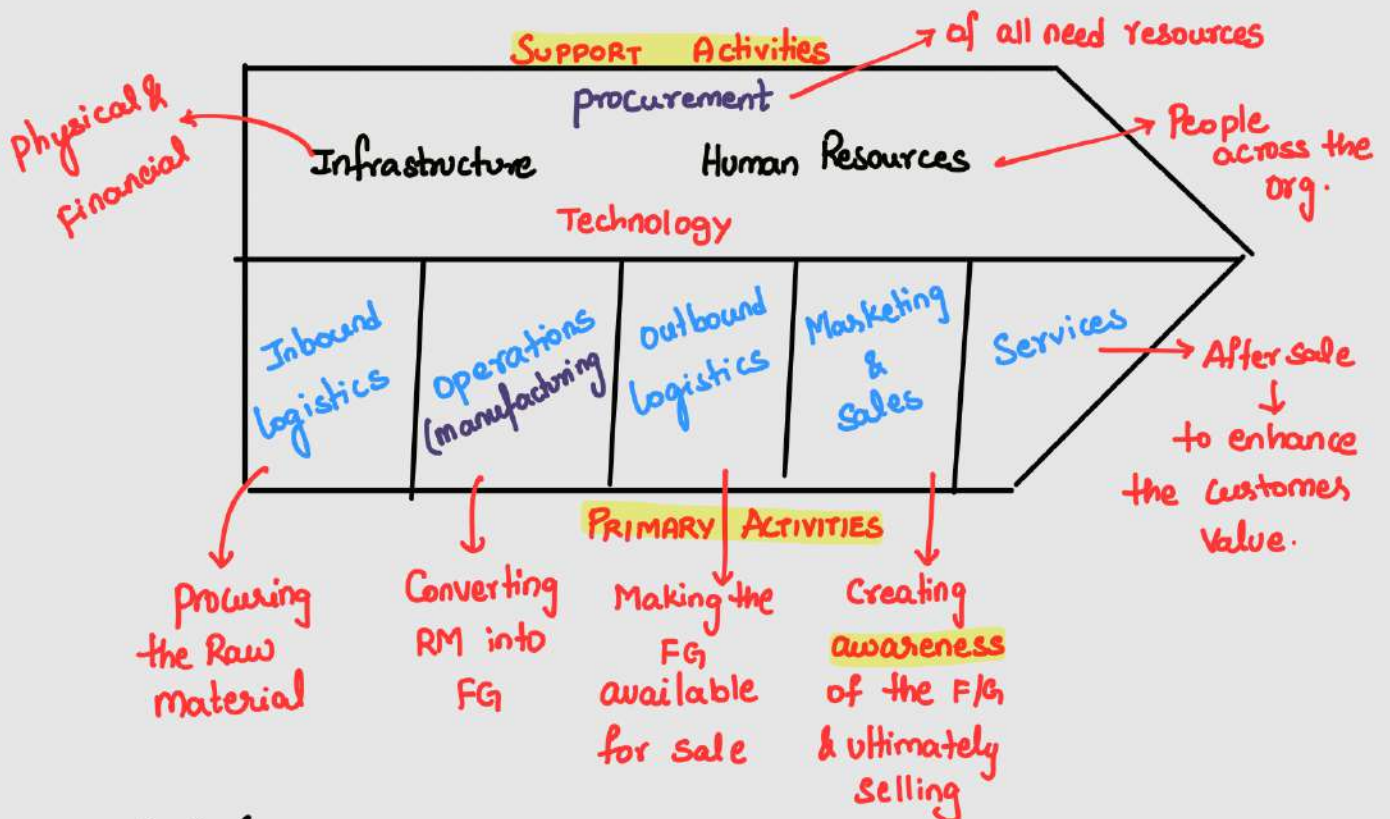
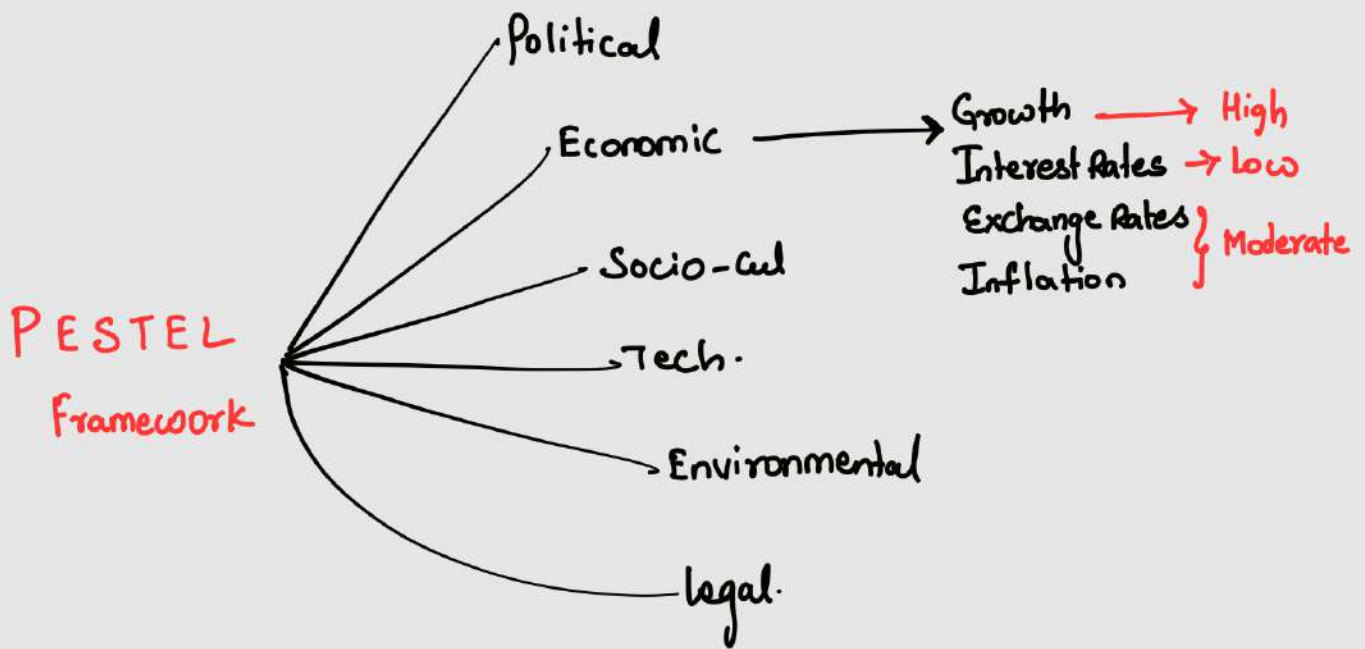
Scenario Analysis

WHAT IF

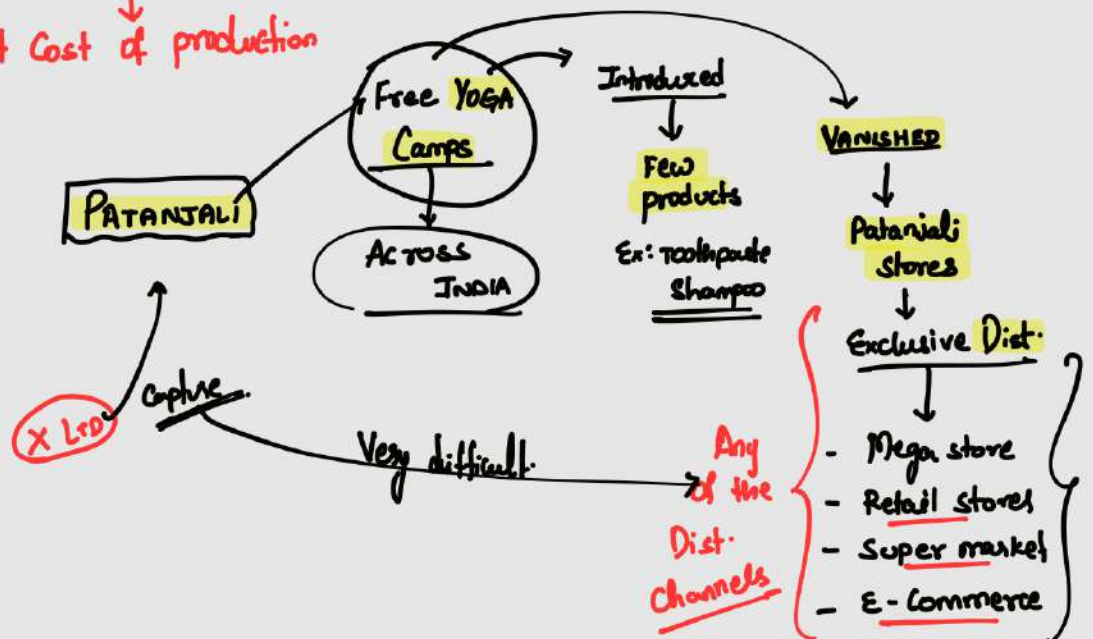
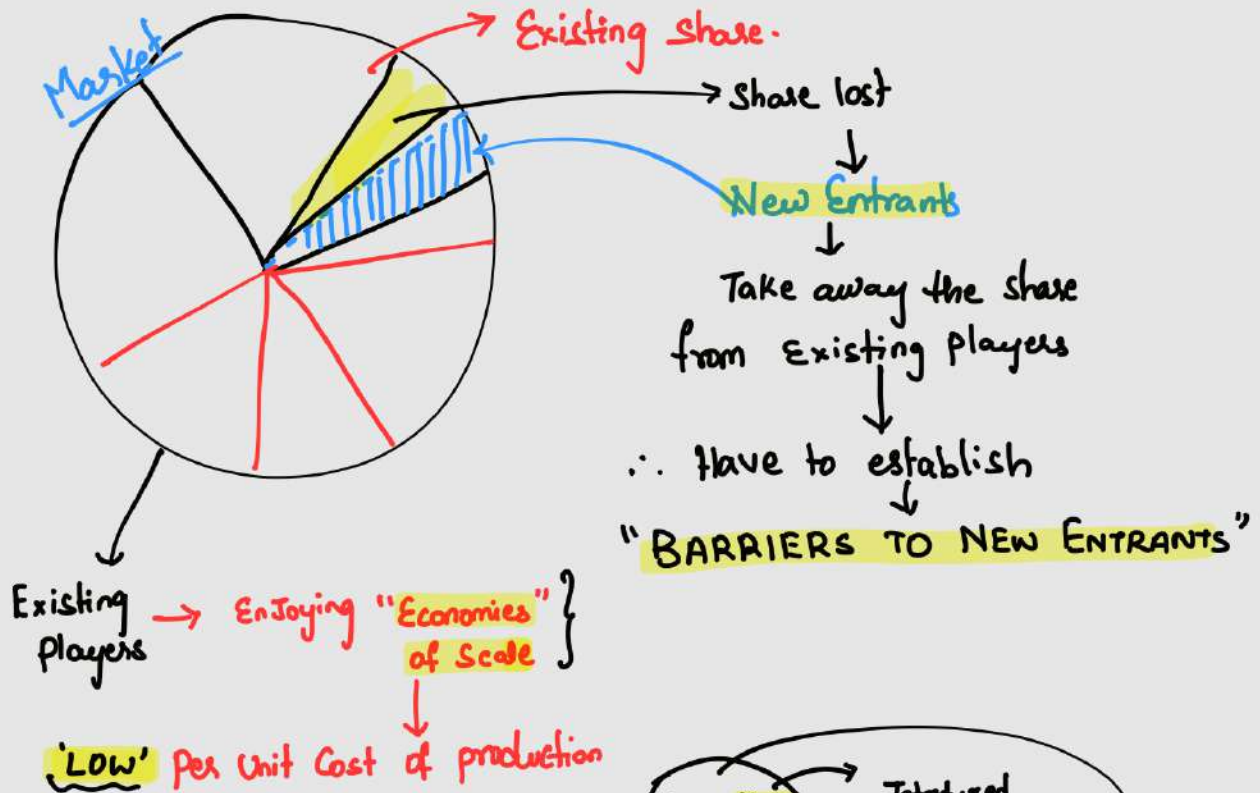
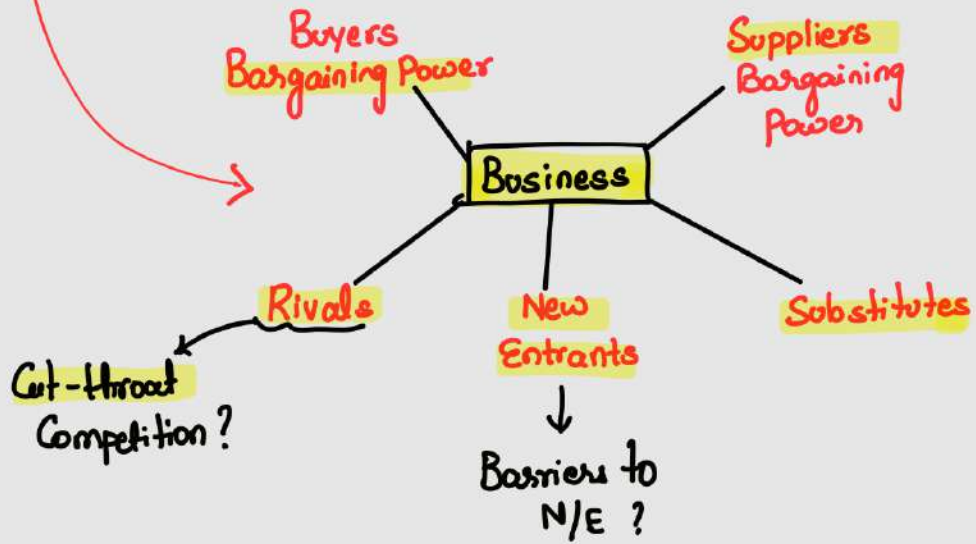
Possible

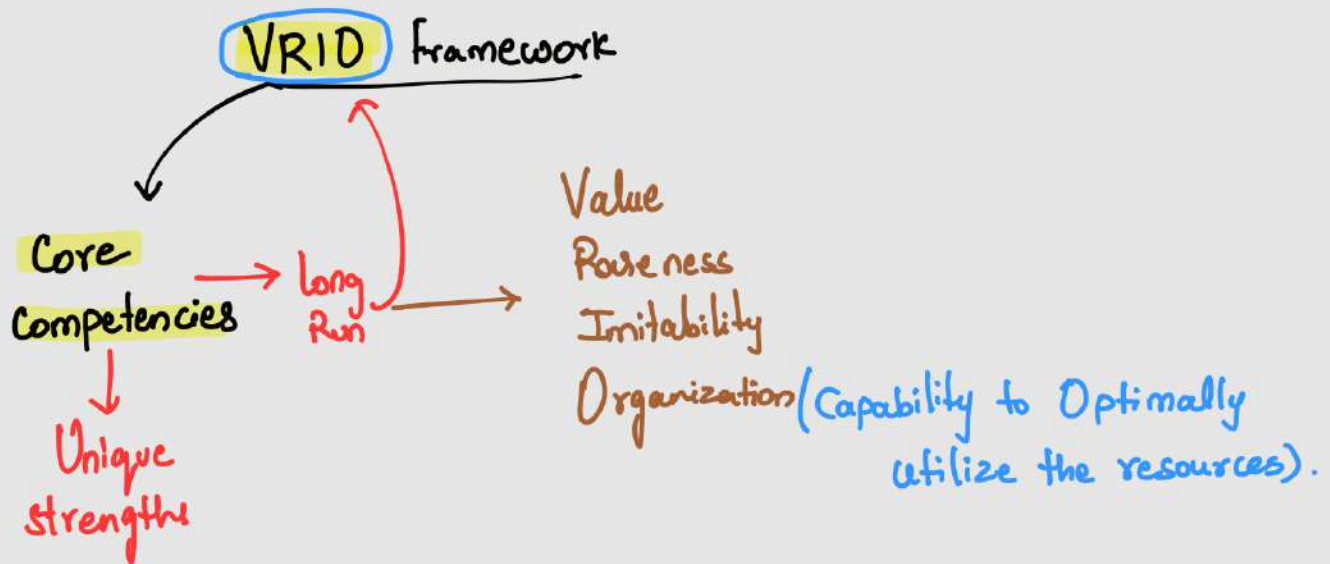
	Scenario	Company's Action
1)		→
2)		→
3)		→
4)		→
5)		→



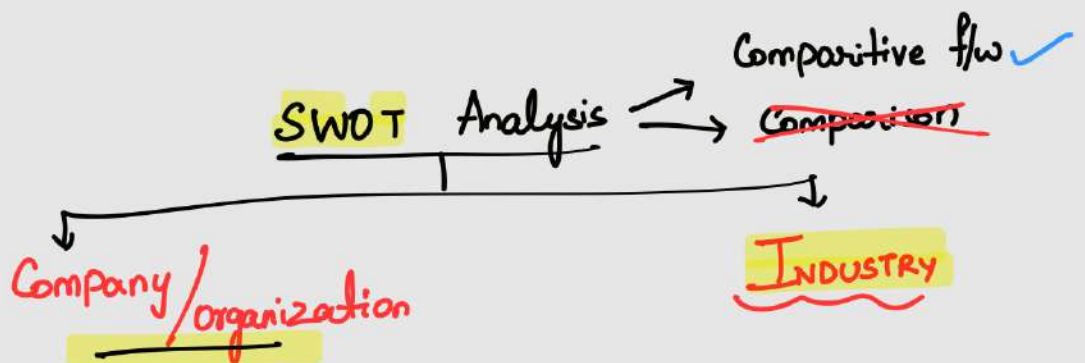
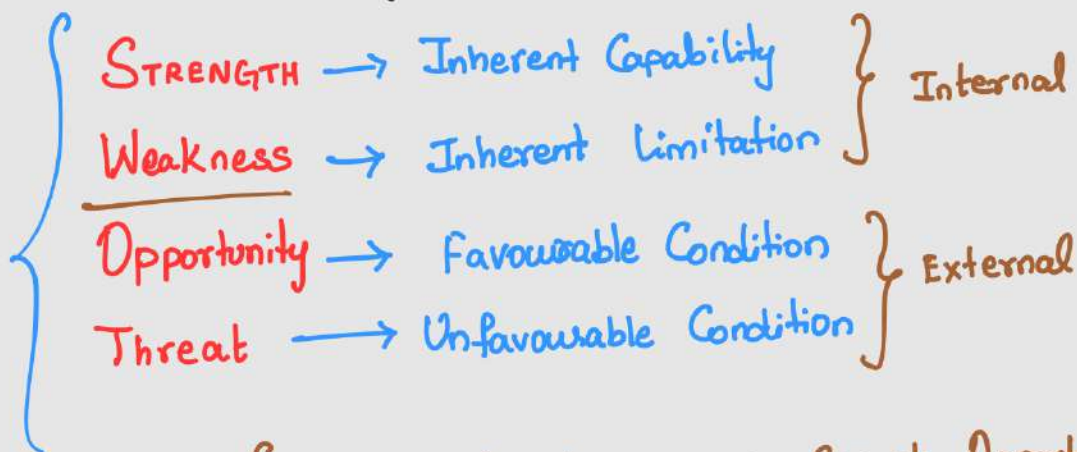


5. Forces

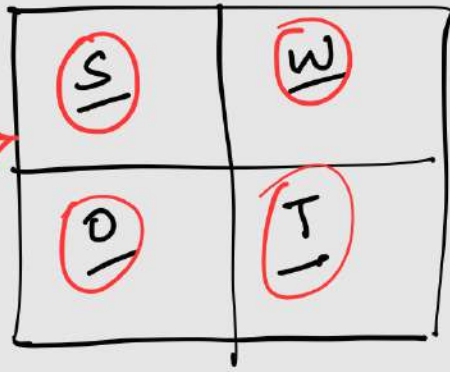




SWOT Analysis



SWOT
Alone



Not Enough
On it's own.

Should be
followed
by a TOWS
Matrix.

PORTFOLIO

Collection of
Business

Stock Market

Collection of Various
Stocks

Portfolio
of Individuals
Investment

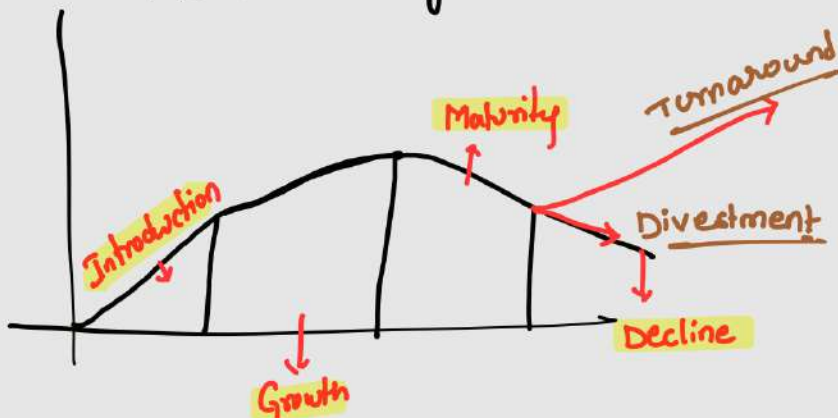


Strategic
Business Units (SBU's).

Portfolio
Analysis

Which SBU's are
receiving High, Low
or No Investment.

Product Life cycle.



GROWTH / SHARE



BCG MATRIX



Market Growth

High

Low

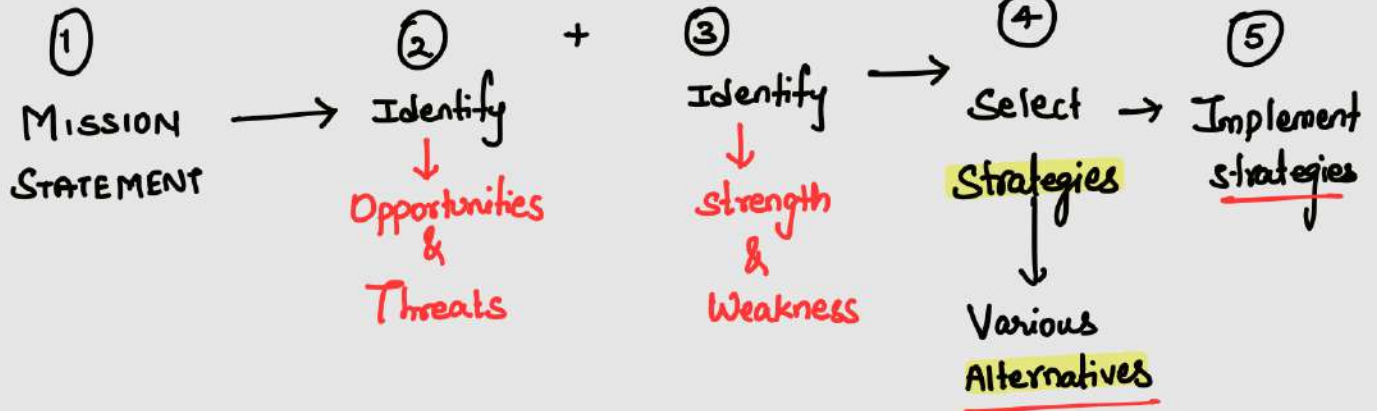


High

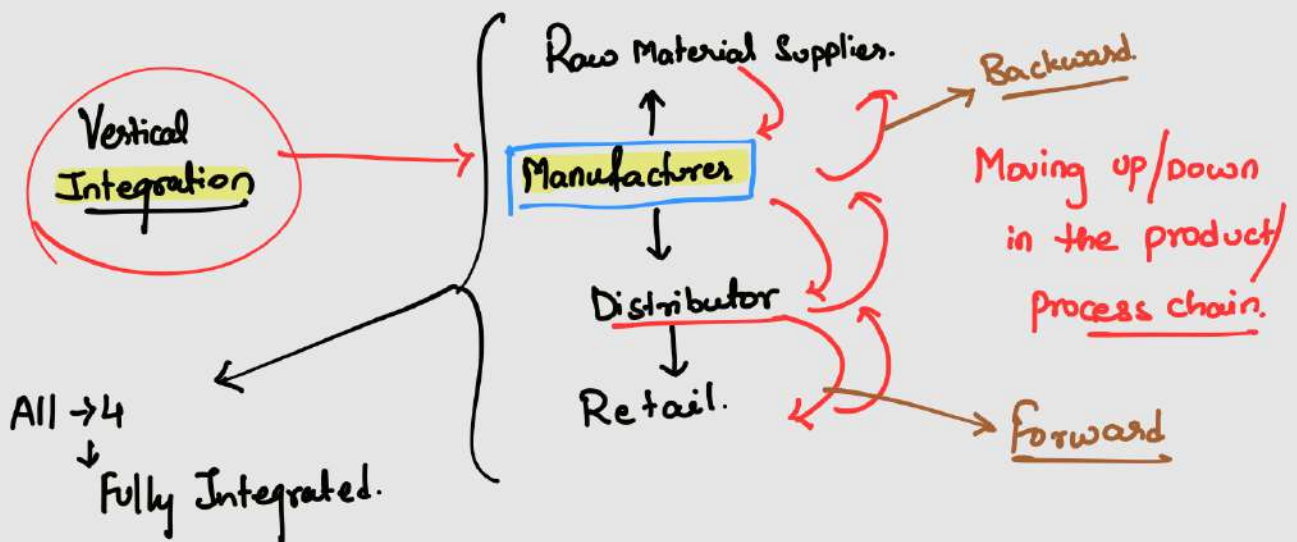
Low

Relative Market share

STRATEGIC PLANNING



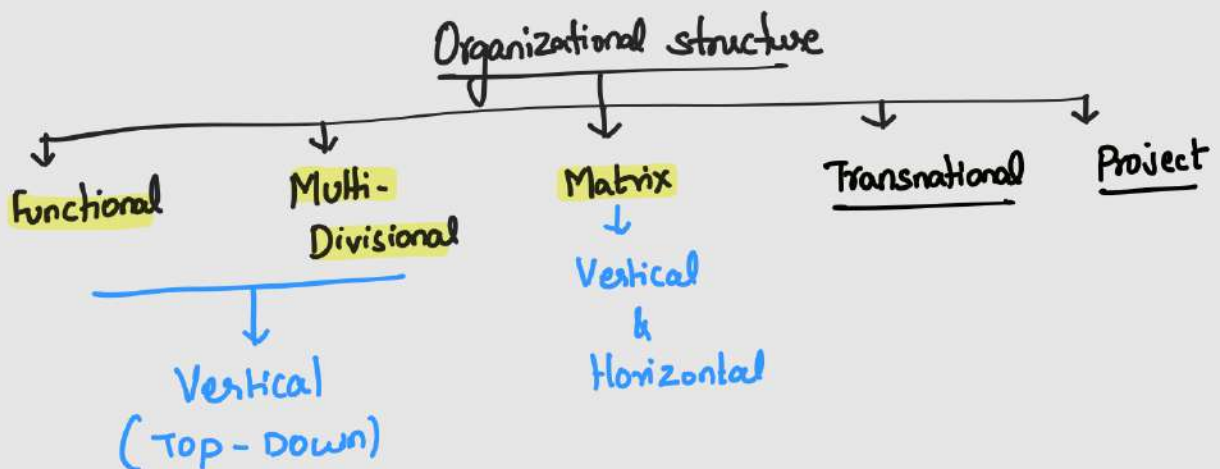
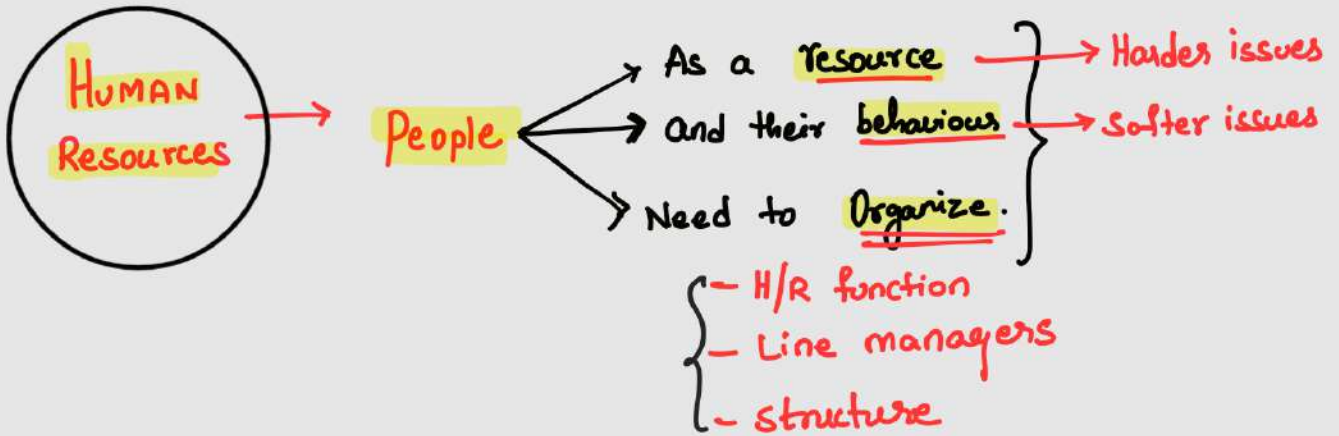
FORMULATION OF STRATEGY



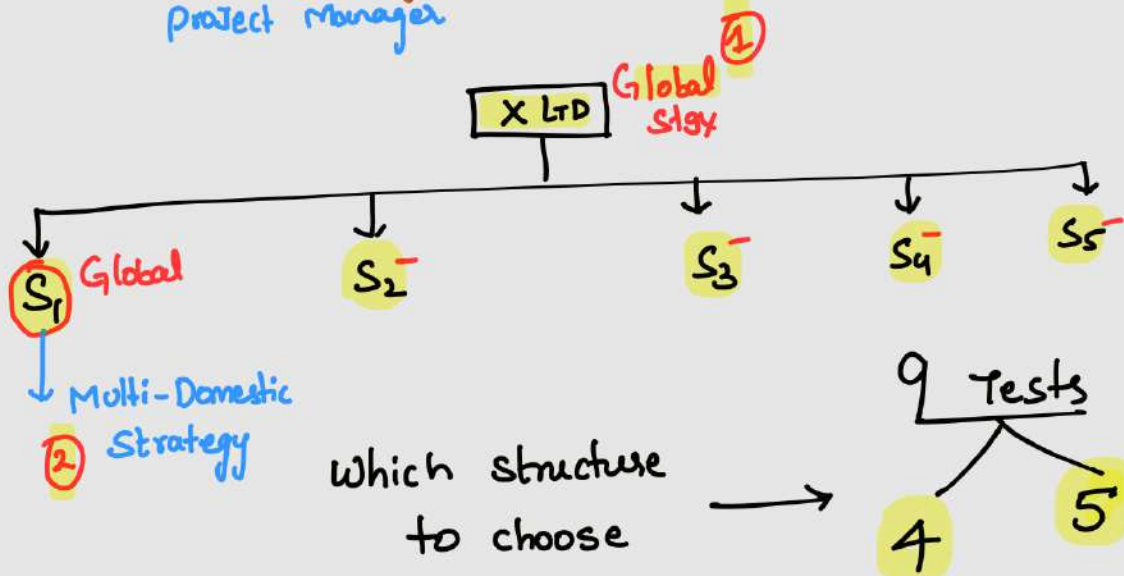
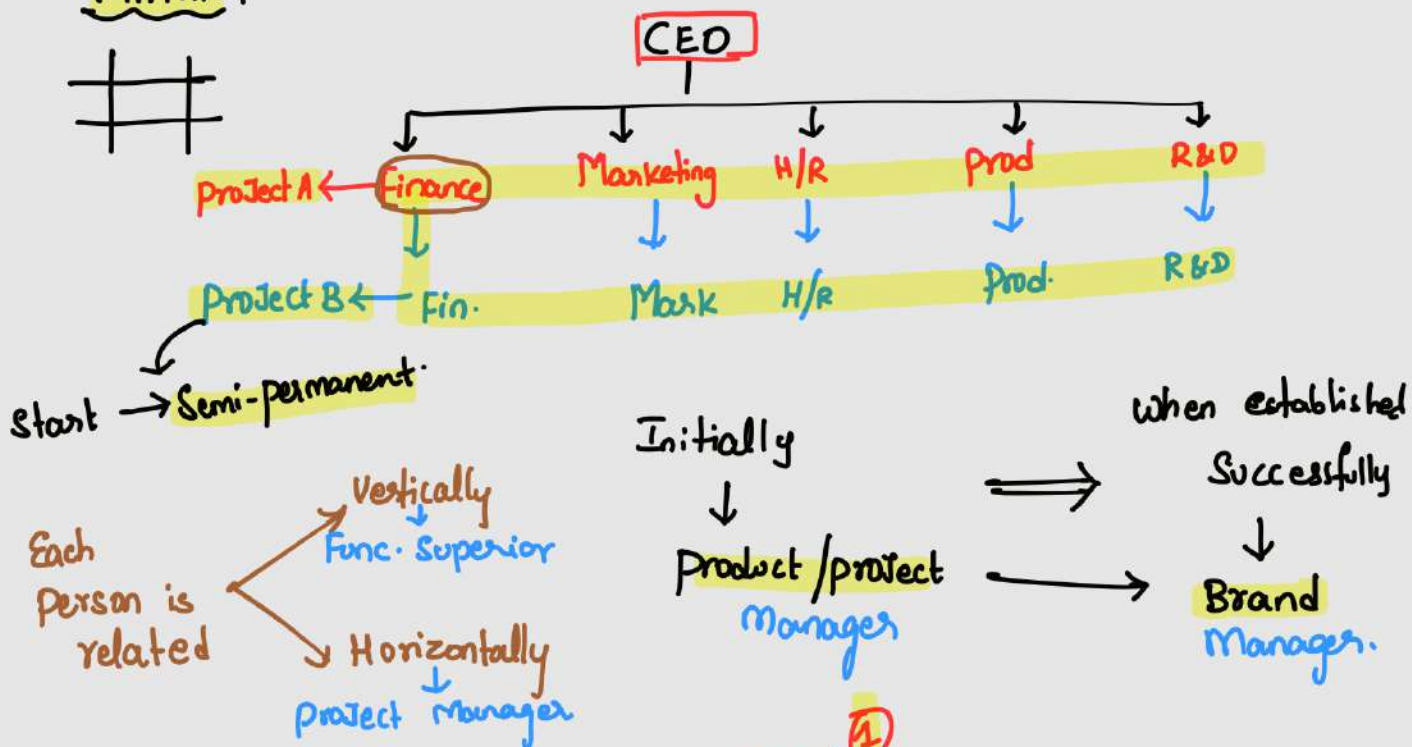
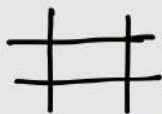
SCM → Delivering the Right product to the Right person at the right time, Right place & Right price = ?

Vs.

Logistics → Mere movement & storage of goods
→ A part of Supply Chain Management.

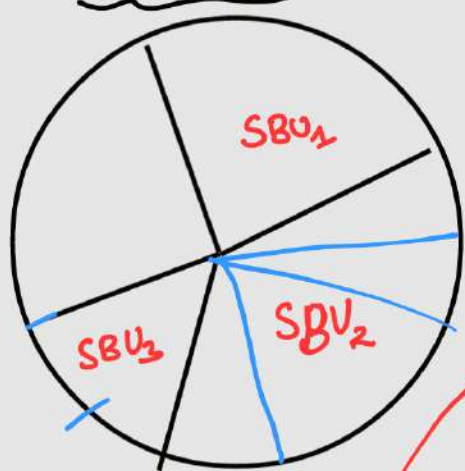


MATRIX:

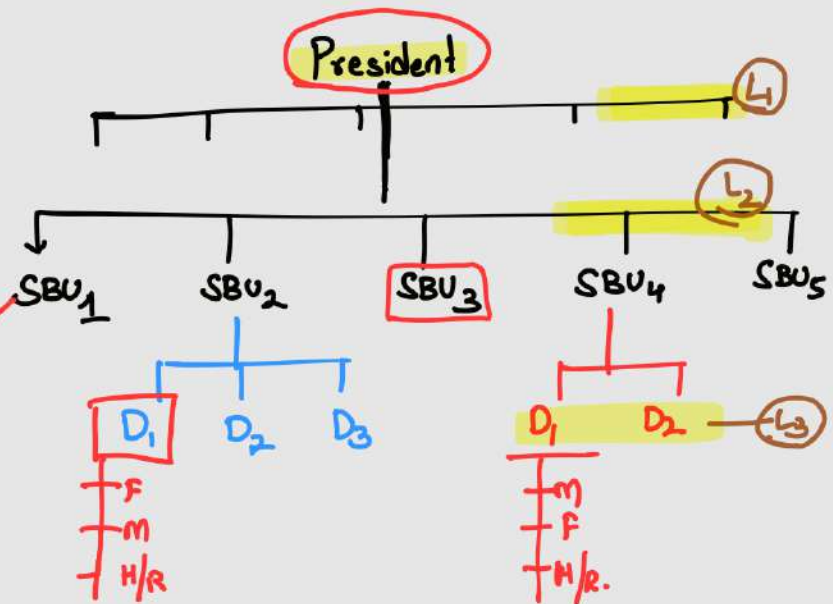


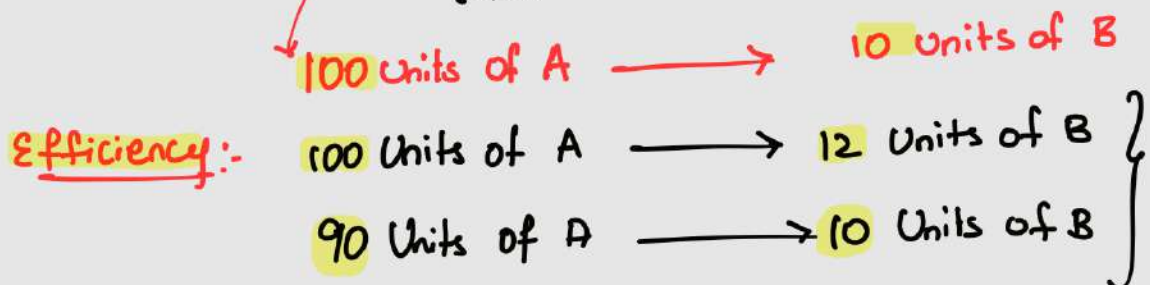
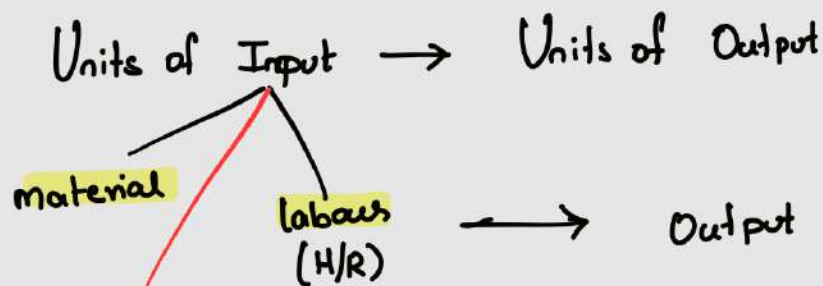
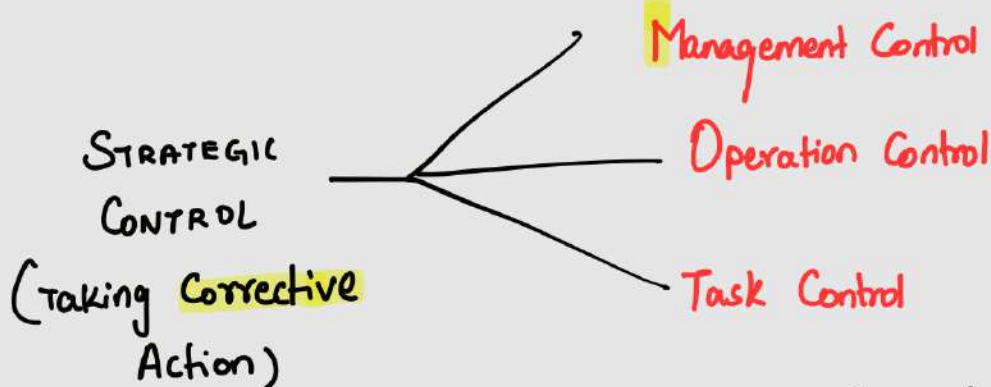
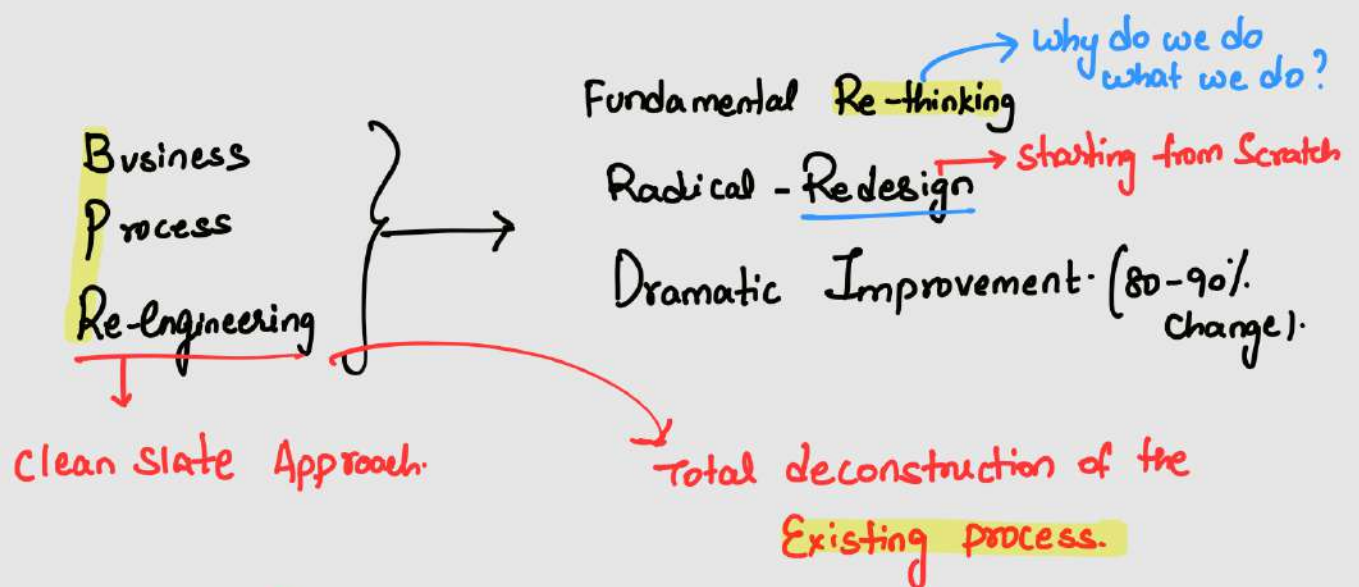
SBU STRUCTURE

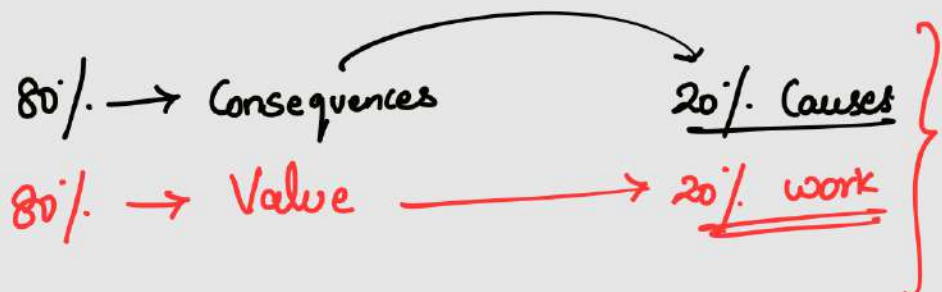
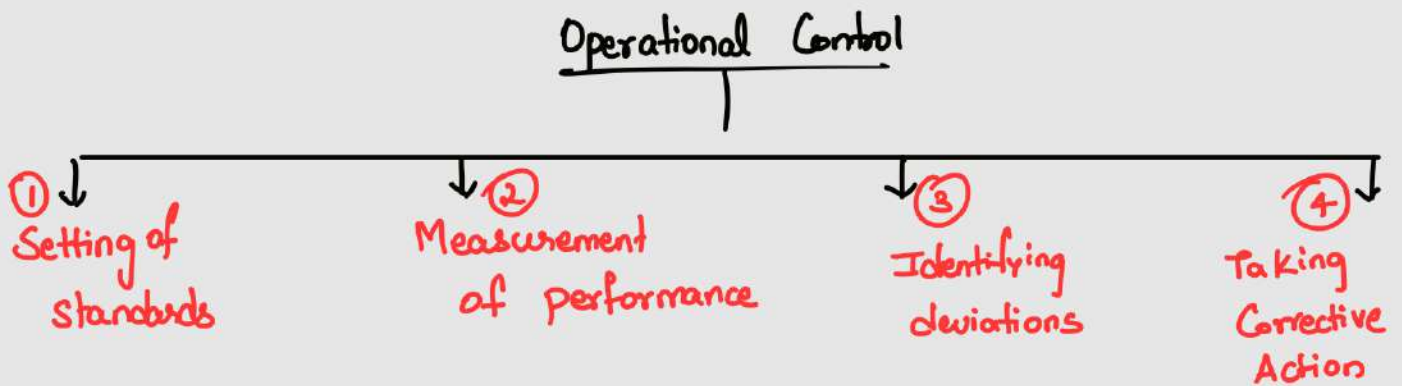
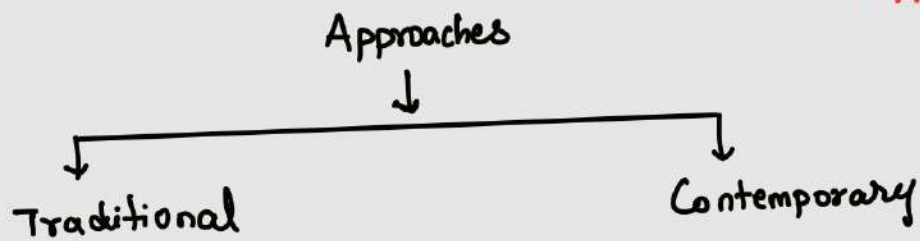
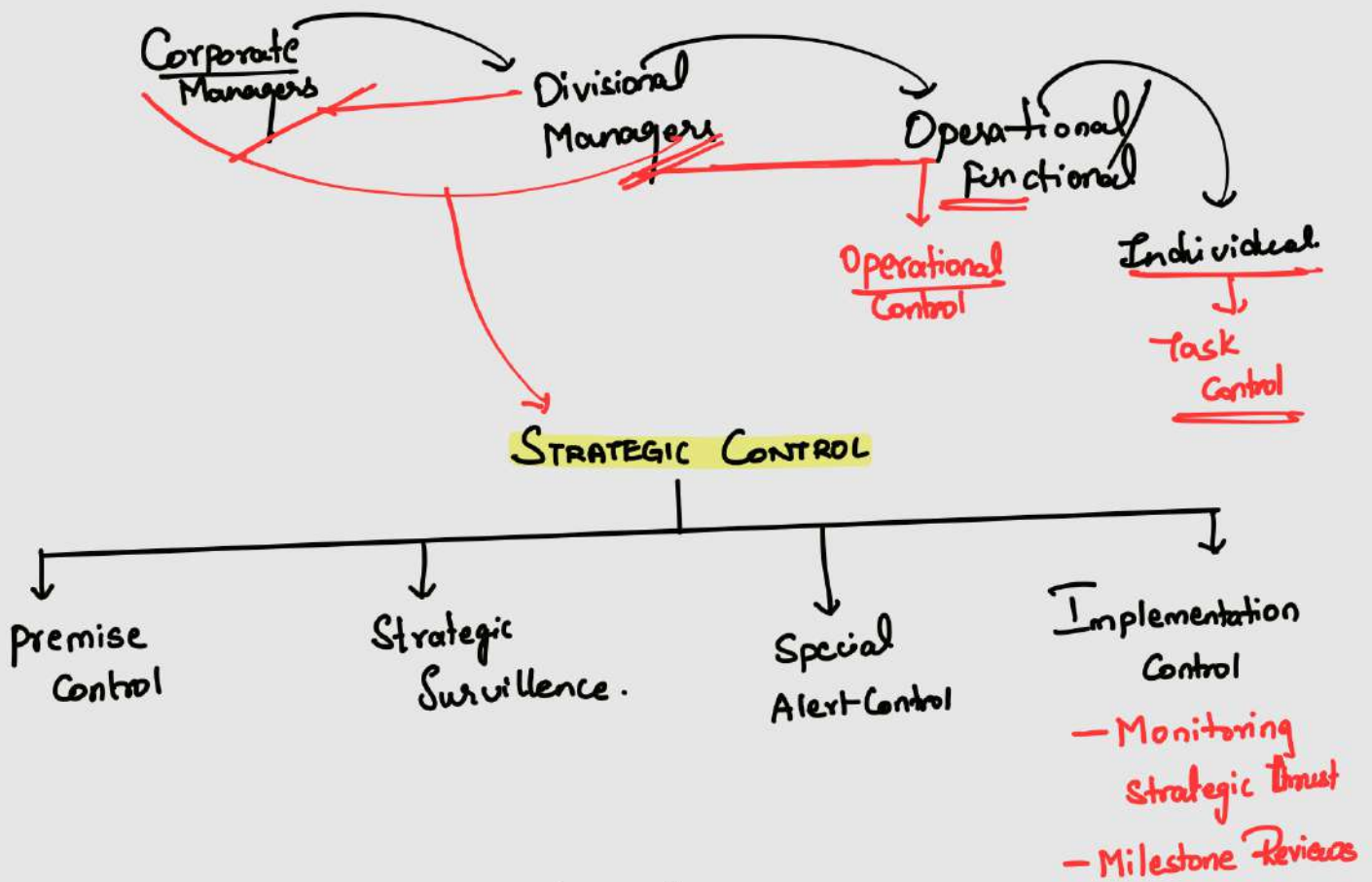
Single business or collection of related business.



will have managers







Paper based/ Information → Hard Copy.
printed

Info. which is in electronic form → Soft Copy / Digital.

Computer Info → 0's & 1's → Binary

Digital strategy → In-house?
→ Out source
↓
Third party Providers

