

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
M E (Civil) CONSTRUCTION ENGINEERING AND MANAGEMENT

**INTERDISCIPLINARY ELECTIVES-II**

**STRATEGIC MANAGEMENT**

**Objectives:**

To identify the relevant government environment: laws, policies, regulations etc. with respect to a given industry/firm. To analyze the relevant government environment for corporate planning and policy decisions. To Recognize the impact and changes in the regulatory and other profiles of the government environment over different stages of corporate growth.

**Course Content:**

Nature of policies, pyramid of policies, central role of policies in organization.

Analysis of managerial job: strategic, tactical & operational decisions.

Organization & its environment. The basis of corporate laws & government policies.

Corporate decision making based on monetary & fiscal policies.

Joint sector & government policies.

Strategic management processes: strategic elements, role of strategies.

Study of strength & weaknesses of corporate. Alternative strategic options.

Competitive study of other companies.

Subjective & objective evaluation of strategy.

**References:**

1. Business policy & strategy. William F Glueck & L. R. Jauch. McGraw Hill.
2. Management policy & strategy. Steiner G. & J. Miner. Macmillan New York.
3. Government and Business in INDIA. Dasgupta A. & Sen Guha. Allied publishers. Calcutta.
4. Organization Strategy structure & processes. Miles R. & C Snow. McGraw Hill
5. Strategic planning systems. Hofer C. & D. Vencil. Englewood cliffs.