

Vipul's

Banking & Insurance Series

**STRATEGIC
MANAGEMENT**

**MADHAVI S. PETHE
MITALI SHELINKAR
PARVEEN NAGPAL**



VIPUL PRAKASHAN

MUMBAI - 400 004

AS PER REVISED SYLLABUS OF BBI COURSE UNDER
MUMBAI UNIVERSITY W.E.F. JUNE, 2014

Vipul's
STRATEGIC
MANAGEMENT
(BBI Third Year : Sixth Semester)

Dr. MADHAVI S. PETHE

Ph.D, M.Com.

Principal, M. L. Dahanukar College of Commerce,
Vile-Parle, (East), Mumbai - 400 057.

MITALI SHELANKAR

M.Com, MHRDM, M.Ed, PGDME

Co-ordinator, B.Com. (Banking & Insurance) Department,
M. L. Dahanukar College of Commerce, Vile-Parle, (East), Mumbai - 400 057.

PARVEEN NAGPAL

M.Com, MHRDM, M.Ed, PGDME, Pursuing Ph.D.

Co-ordinator, BMS Department,
M. L. Dahanukar College of Commerce, Vile-Parle, (East), Mumbai - 400 057.

THIRD REVISED EDITION

**WITH BEST COMPLIMENTS
FROM THE PUBLISHER**



VIPUL PRAKASHAN

161, Jagannath Shankar Seth Road,
Girgaum, Mumbai - 400 004.

Tele/Fax: 2387 1127 / 2387 9395

E-mail: vipulprakashan@gmail.com



Dr. Pethe
Principal
M.L. Dahanukar College
of Commerce
Dixit Rd., Vile Parle (E),
Mumbai - 400 057

Published by:

N. V. Maroo

For Vipul Prakashan

161, J. S. Seth Road

Mumbai - 400 004.

Strategic Management (BBI)

© Authors

Exclusive Rights by Vipul Prakashan, Mumbai for manufacture and market, this and subsequent editions.

ISBN: 978-93-86172-63-1

The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval, or otherwise, without the prior written permission of the Publisher.

Price: ₹ 115.00

Printed by:

Jolly Offset

14, Wadala Udyog Bhavan,

Wadala, Mumbai - 400031.

MMXVI

(ii)



Dahanukar
Principal
M.L. Dahanukar College
of Commerce
Dixit Rd., Vile Parle (E),
Mumbai - 400 057.

CONTENTS

No.	Chapter	Pages
	UNIT – I	
1.	Introduction to Strategic Management	1-41
	Unit – II	
2.	The Environment of Strategic Management	42-105
	Unit – III	
3.	Strategy Formulation	106-157
	Unit – IV	
4.	Activating Strategies	158-208
	University Question Papers	209-212



Useful Books for BBI Third Year : Semester VI

- (1) Strategic Management**
Pethe: Shelankar: Nagpal
- (2) Central Banking**
Bandgar & Others
- (3) International Business**
Bandgar & Others
- (4) International Business**
Iyer: Bhojwani: Bhatia
- (5) Human Resource Management**
Prabhu: Pithadia
- (6) Business Ethics & Corporate Governance**
Bobade
- (7) Business Ethics & Corporate Governance**
Iyer
- (8) Turnaround Management**
Iyer: Bhatia
- (9) Turnaround Management**
Aphale & Others

www.vipulprakashan.com

www.facebook.com/vipulprakashan