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# **MBCIII - 1 – Strategic Management**

## **Unit II**

# Programme Educational Objectives

*Our program will create graduates who:*

- 1. Will be recognized as a creative and an enterprising team leader.*
- 2. Will be a flexible, adaptable and an ethical individual.*
- 3. Will have a holistic approach to problem solving in the dynamic business environment.*

# Logistics and Supply Chain Management

## Course Outcomes

- CO1-Given the adverse business situation the student manager would be able to develop a strategy to sustain in the said business.
- CO2-Given the values of Critical Success Factors such as Sales, Market Share, ROI of an organization the student manager will be able to compare the same with market and compile the strengths & weakness chart for that organization.
- CO3-Given the vision document of an organization the student manager will be able to justify the role of the vision document in formulating the strategy for that organization.

- CO4-Given the business environment, the student manager will be able to construct the Porter's Five Forces model which is likely to guide formulation of a strategy in given business environment.
- CO5-Given a condition of competitive environment, the student manager will be able to suggest suitable growth Strategy for the firm.
- CO6-Given the reasons for an organization to go global, the student manager will be able to analyze various challenges likely to be faced by an organization while formulating global strategy.



# **23. BSC & 7S frame work**

## **Lecture-7**

# The Balance Score Card

- It has been recognized for some time, by both practicing managers and academic researchers alike, that no one performance measure can adequately meet the needs of management in a competitive environment.
- The traditional use of profit-based performance measures by many organizations has been criticized on a variety of fundamental grounds – for instance
  - Their relative incompleteness and lack of accuracy and neutrality,
  - Their encouragement of short-termism and
  - Their lack of “balance”.

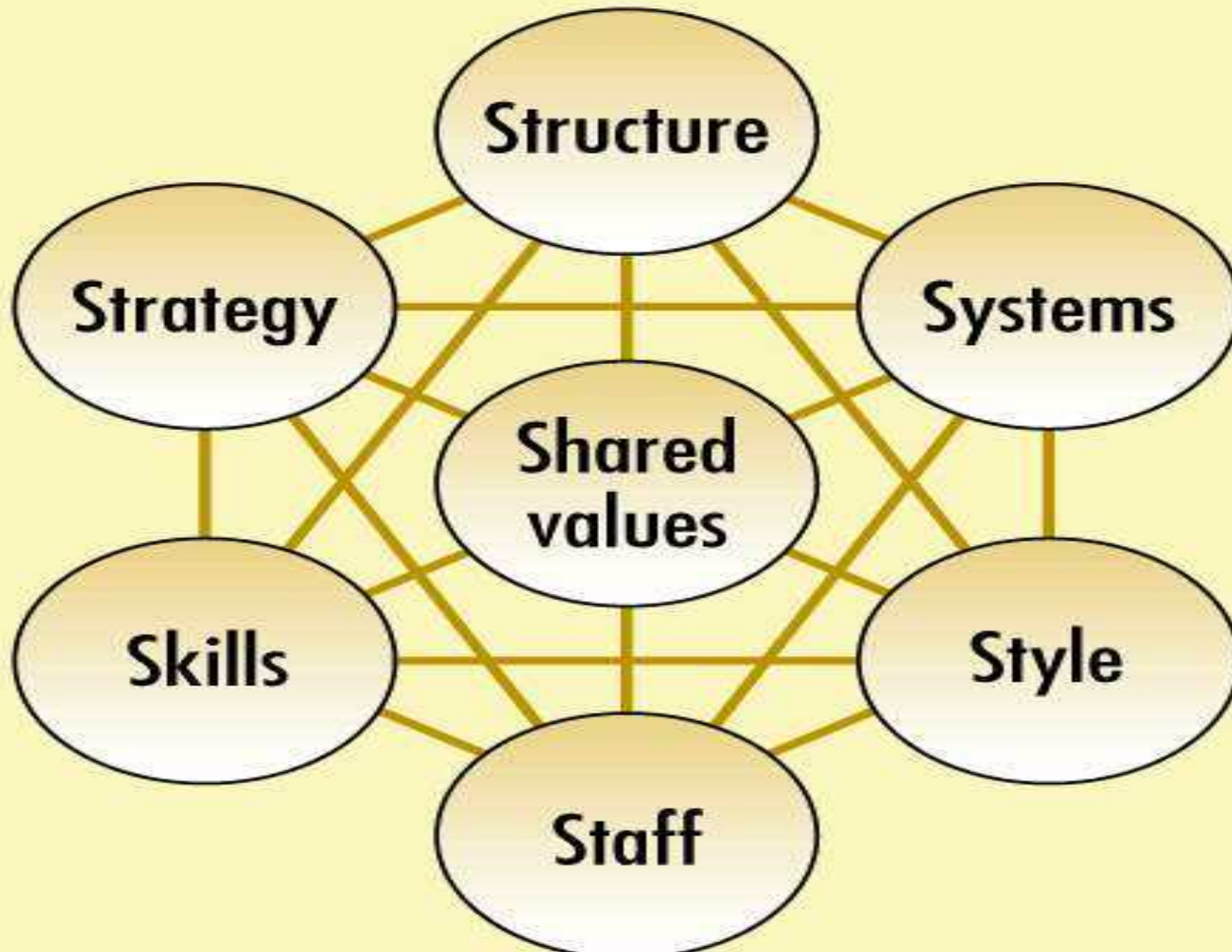
# The perspectives linked by the balanced score-card

- Financial perspective
- Customer perspective
- Internal business perspective
- Innovation and learning perspective

# Effective organizational change is relationship between

- Structure,
- Strategy,
- Systems,
- Style,
- Skills,
- Staff, and
- Superordinate goals.





# Reference Books

- Strategic Management, Robbins and Pierce II, 12<sup>th</sup> Edition, Tata Mcgraw Hills.
- Strategic Management, Planning and Implementation, Thompson and Thompson, Francis and Taylor London