



[Reference and Links]

[Internal Environment Analysis]

Subject:	Business Economics
Course:	B.A., 6 th Semester, Undergraduate
Paper No. & Title:	Paper – 602 Business Strategy & Ethics
Unit No. & Title:	Unit - 2 Environmental Analysis
Lecture No. & Title:	3: Internal Environment Analysis

References:

1. Fred R. David, *Strategic Management*, 9/e, © 2003 by Prentice-Hall, Inc., A Pearson Education Company, Upper Saddle River, New Jersey 07458
2. Dr. V.V.R. Seshu Babu, *Strategic Management hand out, 2010*, BBU, Phnom Penh
3. Arthur A., Thompson, J. Strickland, John E. Gamble and Arun K. Jain A. *Crafting and Executing Strategy: The Quest for Competitive Advantage*, Tata McGraw- Hill, New Delhi, latest edition
4. Michael Hitt, Robert E. Hoskisson, and R. Duane Ireland, *Management of Strategy: Concepts and Cases*, Cengage Learning, latest edition
5. Robert Grant, *Contemporary Strategic Management*, Wiley India Pvt. Ltd. latest edition

Website Links

- <http://www.vuzs.info/>
- <http://scholarexpress.com/multiple-choice-questions-mcq-on-supply-chain-management/>