

Subject: Business Economics

Course: B.A., 6th Semester, Undergraduate.

Paper No: 602

Paper Title: Business Strategy & Ethics.

Unit No.: 3 (Three)

Title: Strategy Formulation, Analysis & Choice.

Lecture No: 1 (One)

Title: Formulating Long-term Objectives and Grand Strategies.

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. Robert Grant *Contemporary Strategic Management: Case Studies* Wiley India Pvt. Ltd. Latest Edition
5. John A. Pearce, Richard B. Robinson, Amita Mittal, *Strategic management, formulation, implementation and control*, 12th edition
6. Kenneth R. Andrews author of the concept of corporate strategy, Homewood, Illinois, USA, Irwin, 1971.
7. Kenichi Ohmae, *The Mind of the Strategist*: New York, Penguin, MacGraw-Hill, 1983.

Links

1. <http://www.vuzs.info/mcqs/230-mgt603-strategic-management/5927-mgt603-strategic-management-solved-mcqs-set-6.html>
2. <http://www.vuzs.info/mcqs/230-mgt603-strategic-management/5927-mgt603-strategic-management-solved-mcqs-set-5.html>
3. <http://www.zeepedia.com>
4. <http://www.smallbusiness.chron.com>