

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: 2 (Two)

Title: Strategic Analysis & Choice

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

Links

1. <http://in.mcqslearn.com/bba/marketing/mcq/company-marketing-strategy.php?page=9>
2. <http://in.mcqslearn.com/bba/marketing/mcq/company-marketing-strategy.php?page=7>
3. <http://www.icbednewyorkusavolume4number4march2014>
4. <http://www.smallbusiness.chron.com>