Chapter 1. Introduction
- They study of strategic Management and Business Policy,
- Initiation of Strategic Change
- Model of Strategic Management
- Hierarchy of Strategy

Chapter 2. Strategic Decision Makers: Strategic Managers and Strategic Audit
- Corporate Board of Directors
- Top Management
- Strategic Audit: Aid to Strategic Decision Making

Chapter 3. Environment Scanning and Industry Analysis
- Environmental Scanning
- Industry Analysis
- Industry Intelligence
- Forecasting

Chapter 4. Strategy Formulation: Situation Analysis and Corporate Strategy
- Situational Analysis: SWOT
- Reviewing Company's Mission and Objectives
- Corporate Strategy

Chapter 5. Strategy Formulation: Business and Functional Strategy
- Business (Competitive) Strategy
- Functional Strategy
- Strategies to avoid
- Selection of the best Strategy
- Policy Development

Chapter 6. Strategy Implementation
- Who Implements Strategy?
- What must be done?
- How is Strategy to be implemented? Organizing for Action.

Chapter 7. Strategy Implementation: Staffing and Directing
- Staffing and Directing

Chapter 8. Strategic Issues in Multinational Corporations
- The Multinational Corporation (MNC)
- International Trade: Competitive Advantage versus Comparative Advantage
- International Issues in Environmental Scanning
- International Issues in Strategy formulation
- International Issues in Strategy Implementation
- International Issues in Evaluation and Control

Chapter 9. Strategic Issues in Not-For-Profit Organizations
- Why Not-For-Profit?
- Importance of Revenue Source
- Impact of Constraints on Strategic Management
- Popular Not-for-Profit Strategies

Chapter 10. Suggestions for Case Analysis
- The case Method
- Framework for Case Analysis
- Library Research
- Financial Analysis: A Place to Begin
- Using Strategic Audit in Case Analysis

Books Recommended:
2. "Top Management Planning" by George A. Steirier
3. "Business Policy" by Dr. Pandey and Rastoi
4. "Strategic Management" by Robert A. Pitts, David Lei