



# SNS College of Technology

Coimbatore - 35



**19BAT601 – Management and Organisational  
Behaviour**

**Unit I: – FUNCTIONS OF MANAGEMENT**

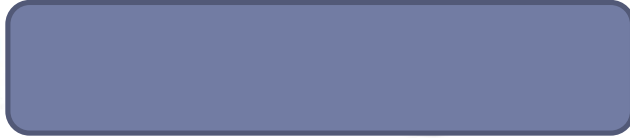
Department of Management  
Studies

DR.S.SENTHIL KUMAR  
Design Thinker





# Guess Your Topic....



Of





# RECAP :

- Objective of strategies

*Let's  
Recap*



# Strategies of management:

- Management strategies, at their most boiled down, are a series of techniques for controlling and directing a business to achieve a set of predetermined goals.
- They include strategies for goal-setting, leadership, business administration and operational activities.



## Directing and Controlling



Presented By:

Prakhyoth Rai  
Asst. Professor Dept. of ISE,  
SCEM, Mangaluru-575007



# The Five Stages of Strategic Planning



**1. Goal-setting**



**2. Situational analysis**



**3. Strategies formulation**



# Cont.....



## 4. Strategies implementation



## 5. Evaluation and control



# Time for Assessment



**Strategy is developed by the visionary chief executive in \_\_\_\_\_ mode of the strategic management**

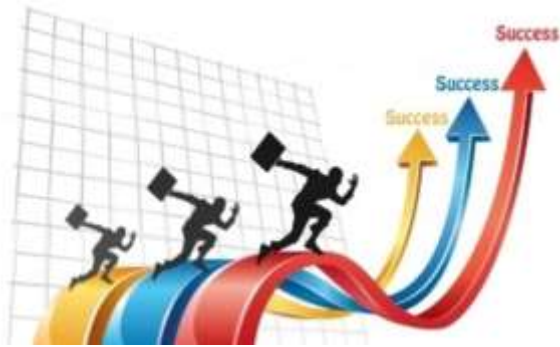
- A. planning mode    B. Adaptive mode  
C. strategic mode    D. Entrepreneurial mode**

**Answer : D**





# Types of Strategies



**1. Competitive Strategy**



**2. Corporate Strategy**



**3. Business Strategy**



# Cont...



## 4. Functional Strategy



## 5. Operating Strategy



# References:

<https://smallbusiness.chron.com/five-stages-strategic-management-process-18785.html>

<https://higherstudy.org/types-strategies-strategic-management/>



**Thank  
You**

