

Name of the Subject: STRATEGIC MANAGEMENT
Course Code and Subject Code: CC 303, SM
Course Credit: FULL (50 SESSIONS OF 60 MINUTES EACH)

Course Description

The content of this course is designed to provide an integrated view of the functional areas and to acquaint them with the strategic management process. The subject would thus offer students the opportunity to exercise qualities of judgment and help them to develop a holistic perspective of the management of organizations. The specific objectives of this course are; To familiarize the learners with the concept of strategic management and understand the significance of managing the business strategically in the current business environment; To familiarize the learners with the strategies at corporate, business and functional levels; To understand and analyze the firm’s external environment, the resources and thus carrying out SWOT analysis for strategy formulation; To understand the process of strategy implementation and the challenges of managing a change; To understand strategic control system to monitor the strategy implementation process; To get acquainted with various strategies adopted by firms to successfully compete with their rivals.

Evaluation pattern:

Class participation and Attendance	10%
Quiz	10%
Assignments and Presentations	10%
Mid Term Examination	30%
End Term (University) Examination	40%

Pedagogy:

- Lectures
- Case study
- Assignments and Management Games

Session	Course Content	Approx. Percentile weightage
1 - 5	<ul style="list-style-type: none"> • Introduction to Strategic management, Vision, Mission, Objectives • Strategic Making Process 	10%
6 - 9	<ul style="list-style-type: none"> • Business Model and strategy: The I/O Model and Resource-based Model of Above Average Return 	5%

10-17	<ul style="list-style-type: none"> External Analysis: PESTEL, Five Force Model, Key Success Factor and Driving Forces 	10%
18-22	<ul style="list-style-type: none"> Internal Analysis: Internal Assessment, SWOT and Value Chain Analysis 	10%
23-26	<ul style="list-style-type: none"> Five Generic Strategies – Business Level Strategies 	5%
27 – 30	<ul style="list-style-type: none"> Resource Based View, VRIO framework 	5%
31-34	<ul style="list-style-type: none"> Strengthening Company’s Competitive Position: Offensive and Defensive Moves, Strategic Alliances, Integration and Outsourcing 	10%
35 - 37	<ul style="list-style-type: none"> Corporate Level Strategies 	10%
38-39	<ul style="list-style-type: none"> Strategy Execution 	15%
40-42	<ul style="list-style-type: none"> Managing Internal Operation 	10%
43-45	<ul style="list-style-type: none"> Strategy Review, Evaluation and Control 	10%
46-50	<ul style="list-style-type: none"> Case study 	-

Text Book

1. Crafting and Executing Strategy, Thompson , Peteraf,Gamble,Strickland and Jain, 18th edition.

Reference Books:

1. Exploring Corporate Strategy, Gerry Jonhson, Kevan Scholes, Richard Whittington, Pearson Education, 7th Edition.
2. Management of Strategy: Concepts and Cases, Michael Hitt, Robert Hoskisson and Duane Ireland, Cengage Learning, latest edition.