

Course Type	Course Code	Name of the Course	L	T	P	Credits
DE	NMSD517	Strategic Management	3	0	0	3

#### Course Objective

The business world today is witnessing considerably high pace of change and the challenges/opportunities faced by organizations are greater than ever. Organizations are required to continuously find better ways to compete in the rapidly changing global business environment. In this context, the main objective of the Course is to expose students to various perspectives and concepts in the field of Strategic Management.

#### Learning Outcomes

The course would enable the students to understand the why and how of strategy formulation, Implementation and control in organizations. This will help students develop skills for applying these concepts to the solution of business problems.

Unit No.	Topics to be Covered	Lecture Hours	Learning Outcome
1	Introduction to Corporate Strategy, strategic management process	8	Understand the basic concepts and principles of strategic management, Learn to analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition
2	Environmental appraisal	6	Learn to analyze strategic macro environmental issues, to analyze the internal and external environment of business. To analyze the competitive situation in dealing with dynamic global business environment in terms of rapidly changing market trends
3	Organizational appraisal & Competitive advantage	6	Appraise the resources and capabilities of the firm in terms of their ability to confer sustainable competitive advantage and formulate strategies that leverage a firm's core competencies. Assess organizational performance, identify strategic capabilities and gaps, and demonstrate understanding of the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios.
4	Corporate level strategies, Strategic analysis & choice	10	Describe the practical and integrative model of strategic management process that defines basic activities in strategic management at Corporate Level and its relationship with SBU level and functional level strategies.
5	Implementation of Strategy	6	Develop and prepare organizational strategies that will be effective for the current business environment
6	Changing nature of Strategies & The role of Corporate Strategy in International Business	6	Recognize strategic decisions that pose challenges in changing market scenario. Formulate strategies for exploiting international business opportunities including foreign entry strategies and International location of production.
	<b>Total</b>	<b>42</b>	

#### Text Books:

1. Strategic Management and Competitive Advantage: Concepts and Cases, Jay B. Barney 5/e., Pearson Education Limited
2. Strategic Management: Text And Cases, Gregory G. Dess Gerry McNamara Alan B. Eisner, Eighth Edition, McGraw-Hill Education

#### Reference Books:

1. Strategic Management- Fred R David 13 Ed, Pearson Education Inc
2. Strategic Management- Azhar Kazmi, McGraw Hill Education (India) Private Limited