

Subject Code:1MS2020311

Subject Title: Strategic Management

1. Course Objectives and Outline:

This course on strategic management explores the basic concepts of strategy and the essential of strategy formulation and implementation. It also focuses on systematic analysis of environment, firm's strengths and weaknesses, and put them together into a unique strategy.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Internal Assessment	
4	-	-	4	60 Marks	40 Marks	100 Marks

3. Syllabus

Module No.	Contents	Total Hours	Weight
1	Strategic Inputs: Understanding strategic management, Competitiveness, Models of above- average returns, External Environmental analysis, Internal environmental analysis.	12	25%
2	Formulation of Strategic Actions: Business level strategy, Competitive rivalry and dynamics, Corporate level strategy, Strategic acquisition and restructuring, Global strategy	12	25%
3	Implementation of Strategic Actions: Matching organization structure and strategy, strategic leadership and organizational culture, Entrepreneurial implications for strategy	12	25%
4	Strategic Controls: Operational Controls, Strategic Controls, Corporate governance and ethics, Balance scorecards, Management of Change, Measurement of Performance	12	25%

4. Course Pedagogy

The pedagogy of the subject involves Lectures, Case Discussions, and Real Life Business Scenarios. Students will be given group tasks and assignments. In Movie based learning, students will watch a movie based on management concept and shall be required to submit an assignment which will be part of their continuous evaluation process.

5. Suggested Readings

a. Books

- 1 Strategic Management: A South Asian Perspective; by Hitt, Ireland, Hoskisson, Manikutt; Cengage Learning
- 2 Crafting and Executing Strategy: The Quest for Competitive Advantage – Concept and Cases; by Thompson, Strickland, Gamble and Jain; Tata McGraw Hill
- 3 Contemporary Strategic Management; by Robert grant; Wiley India Pvt. Ltd

b. Journals/Magazines

- South Asian Journal of Management, By The Association of Management Development Institutions in South Asia.
- Harvard Business Review
- Vikalpa – A Journal for Decision Makers, IIM Ahmedabad
- Business World / Business Today/ Economic Times/ Business Standard

6. Evaluation Scheme

Sr. No.	Component	Weight
1	University Examination * For the written examination, the open book examination may be opted by the paper setter appropriately	60%
2	Internal Assessment -Depending on the need and objectives of the subject, internal assessment should include minimum three of the following sub-components; <i>Class Test, Quiz, Assignments, Case Presentation, Class Participation, Projects, Team/Individual Assignments.</i> -The weightage of a sub-component should not exceed 50% of internal assessment component weight. -The bifurcation of sub-components shall be communicated by the instructor before commencement of the academic sessions.	40%