

Branch Name:	Management
Program Code:	MS301
Course Name:	Strategic Management
Course Code:	1MS3010701
Pre-requisite Course:	Basic Understanding of Functional Areas of Management, Contribution of different organizational management levels.

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, the firm's strengths and weaknesses, and put them together into a unique strategy.

1. To expose students to various perspectives and concepts in the field of Strategic Management
2. The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations.
3. To help students develop skills for applying these concepts to the solution of business problems
4. To help students master the analytical tools of strategic management

2. Teaching Scheme (Hours per week)

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

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%

Text Books

1	Strategic Management: A South Asian Perspective; by Hitt, Ireland, Hoskisson, Manikutty; 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

a. 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

4. 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%

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.	1. Remember
CLO2	Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.	3 Apply, 4 Analyse
CLO3	Students will be able to demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organizational problems	3 Apply, 4 Analyse
CLO4	Students will be able to demonstrate the capability of making their own decisions in a dynamic business landscape.	2. Understand 6 Create
CL05	Students will be able to develop their capacity to think and execute strategically.	3 Apply, 4 Analyse 5 Evaluate

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)								Program Specific Outcomes(PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H	M		L	L	M	L	H	M	
CLO2	H	H	L	H		M				
CLO3	H	L	H			L		L		M
CLO4	H	H		H					H	
CLO5			H			H	M	H		

H: High, M: Medium, L: Low