

Name of the Programme - MBA

Course Code - MGA-510

Title of the Course - Strategic Management

Number of Credits - 2 Credits

Effective from – 2022-2023

Prerequisites for the course:	Nil	
Objective:	To create an awareness of strategic tools used for industry and firm analyses.	
Content:	<p>Unit I Introduction to Strategy Strategy meaning & importance, Strategy development process, Vision, Mission statements, Objectives of the company</p> <p>External and Internal Analyses of Firms Evaluating company's external environment (Porter's 5 Forces Analysis, Political Economic Social Technological Environmental Legal (PESTEL) Analysis), Evaluating company's internal environment (Strength Weakness Opportunity Threats (SWOT) Analysis), Resource capabilities, & Competitive environment</p> <p>Unit II Crafting Strategy Five Generic Competitive Strategies: Low cost, Broad Differentiation, Focussed Differentiation, Focussed Low Cost, Best Cost Strategy</p> <p>Strategy Implementation Strengthening company's competitive position, Strategies for international markets, Corporate Group strategy</p>	<p>15 hours</p> <p>15 hours</p>
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/Readings	<ol style="list-style-type: none">1. Arthur Thompson Jr., Margaret Petarf, John Gamble, Strickland III & Arun K. Jain, "Crafting and Executing Strategy", MacGraw Hill Publication, Latest Edition.2. Bowman, Cliff: 'The Essence of Strategic Management'; Prentice Hall of India Private Ltd; New Delhi; Latest Edition.3. Faulkner, David and Cliff Bowman; 'The Essence of Competitive Strategy'; Prentice Hall of India Private Ltd; New Delhi; Latest Edition.4. Industry notes and business stories from popular business periodicals, databases.	
Course Outcomes	An ability to analyse the structure of an industry and indicate sustainable strategies for competitive advantage of a firm.	

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