

MGE-504: Strategic Management**2 Credits**

<u>Prerequisites for the course:</u>	Nil	
<u>Objective:</u>	To create an awareness of knowledge and tools used for industry and firm analysis in designing organisational strategies and their implementation	
<u>Content:</u>	Introduction to Strategy Strategy meaning & importance, Strategy development process, Vision, Mission statements, Objectives of the company.	2 hours
	External and Internal Analysis 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	14 hours
	Crafting Strategy Five generic competitive strategies: Low cost, Broad Differentiation, Focussed Differentiation, Focussed Low Cost, Best Cost Strategy.	8 hours
	Strategy Implementation Strengthening company's competitive position, Strategies for international markets, Corporate Group strategy.	6 hours
<u>Pedagogy:</u>	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.	
<u>Learning Outcomes</u>	An ability to analyse the structure of an industry and indicate sustainable strategies for competitive advantage.	
<u>References/Readings</u>	<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. Murdick, Robert; 'Strategic Management'; BarCharts Publishing; Latest Edition.5. Chandler, Jr. Alfred D; 'Strategy and Structure: Chapters in the History of the American Industrial Enterprise'; Latest Edition.	