

Program Curriculum

SEM-1**Business Management and Strategy**

1. Introduction To Strategic Management
2. Vision, Mission, And Strategic Intent
3. Sustained Competitive Advantage
4. Competition Evaluation and Competitive Positioning
5. Role Of Business Management in Strategy
6. Determining Strategies
7. Role Of Technology in Strategy
8. Framework Of Strategic Diamond
9. Core Concepts in Network Externalities
10. S' Curve and Determinants of Industry Evolution

Strategy And Economics

1. Market Demand and Supply
2. Understanding The Implications of The Business Environment
3. Primary Economic Considerations
4. The Analytical Process for Understanding the Economic Business Environment
5. Introduction And Concepts – Industrial Economics
6. Industrial Location
7. Industrial Productivity, Efficiency and Size of Firm
8. Industrial Finance & Indian Industrial Growth

Strategy Formulation: Part I

1. Environmental Appraisal
 - a. Concept Of Environment
 - b. Environmental Sectors
 - c. Environmental Scanning
 - d. Methods & Techniques Used for Environmental Appraisal
 - e. Appraising The Environment
2. Organisational Appraisal
 - a. Dynamics Of Internal Environment
 - b. Organisational Capability Factors
 - c. Organisational Appraisal
 - d. Methods & Techniques Used for Organizational Appraisal
 - e. Structuring Organisational Appraisal

Strategy Formulation: Part II

1. Corporate-Level Strategies
 - a. Corporate Strategies
 - b. Concentration & Integration Strategies
 - c. Diversification & Internationalisation Strategies
 - d. Retrenchment Strategies
 - e. Corporate Restructuring
2. Business Level Strategies
 - a. Generic Business Strategies
 - b. Tactics For Business Strategies
 - c. Business Strategies for Different Industry Conditions
 - d. Business Strategies and Internationalisation
3. Strategic Analysis and Choice
 - a. Strategic Analysis
 - b. Strategic Choice
 - c. Contingency Strategies
 - d. Strategic Plan

Program Curriculum

SEM II**Strategic Implementation & Evaluation**

1. Introduction To Strategy Implementation
2. Barriers To Strategy Implementation
3. Model Of Strategic Implementation
4. Project Implementation
5. Procedural Implementation
6. Resource Allocation
7. Structural Implementation
8. Organizational Structure & Systems
9. Organization Design and Change
10. Structures & Systems for Strategies
11. Strategic Evaluation & Control - Overview
12. Strategic Control
13. Operational Control
14. Techniques Of Strategic Evaluation & Control
15. Role Of Organisational System in Evaluation

Strategic Leadership and Governance

1. Strategic Leadership
2. Leadership For Creating a Sustainable Enterprise
3. Decision-Making For Agile Work Conditions.
4. Corporate Governance and Ethics
5. Corporate Politics and Their Power
6. Stakeholders And Their Power
7. Corporate Culture and Strategic Management
8. Corporate Ethics and Personal Values for Strategic Management
9. Change Management
10. Managing Knowledge

Sustainable Business Strategy

1. Understanding Customer
2. Selecting The Right Organization and Structure for Sustainability
3. Superior Management Capabilities
4. Operational Practices of Sustainable Companies.
5. Corporate Sustainability Through Innovations.
6. World Challenges: Environment, Inequality, Poverty, And Social Well-Being
7. The Standard Playbook: Managing for Sustainability
8. The Promise Framework: Tensions, Trade-Offs, And Impact
9. Next Generation Strategies for Sustainability: Technology and Innovation
10. Market Failures and Institutions: Changing the Rules of The Game
11. Management For The 21st Century: Agents of Change

Disruptive Strategies

1. Aligning With Innovation and Disruption
2. Discovering Customer Requirements and Expectations
3. Innovation And Its Preparation
4. Maintaining A Disruptive Scope
5. Evaluation And Control of Disruptive Strategy
6. The Adoption of Innovation
7. The Fuzzy Front-End-Creativity
8. The Fuzzy Front-End-Idea Management
9. Strategy- Innovation Strategy
10. Strategy – Portfolio Management
11. Execution – Implementing Innovation
12. Execution – Teams and Networks

Project

Student is required to submit a project by the end of second semester.