

Strategic Management - Video course

COURSE OUTLINE

The objective of this course is to enable the student to learn the different aspects of the Strategic Management which has become indispensable in the present day corporate world.

It will expose him to the different stages involved in the Strategic Management Process and also to several case studies.

COURSE DETAIL

S.No	Topics	Session
I-Introduction	Introduction to Strategic Management, Concept of Corporate Strategy, Strategic Management Process, The 7-S Framework, Corporate Policy and Planning in India	1-6
II-BoDs and Top Management	Board of Directors - Role and Functions, Top Management - Role and Skills, Board Functioning - Indian Context	7-9
III- Environmental Analysis	Environmental Scanning, Industry Analysis, The synthesis of External Factors, External Factors Analysis Summary (EFAS), Internal Scanning, Value Chain Analysis, Synthesis of Internal Factors, Internal Factors Analysis Summary (IFAS) CASE STUDY I	9-16



NP-TEL

NPTEL

<http://nptel.iitm.ac.in>

Management

Pre-requisites:

1. Marketing Management.

Additional Reading:

1. Robert A Pitts and David Lei, Strategic Management, 4th Edition Cengage Learning, 2006.

Coordinators:

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IV-Strategy Formulation and Analysis	Strategy Formulation, Strategic Factors Analysis Summary (SFAS) Matrix, Business Strategy, Corporate Strategy, Functional Strategy, Strategic Choice CASE STUDY II	16-26
V-Strategy Implementation	Strategy Implementation, Organization Structure, Corporate Culture, Diversification, Mergers and Acquisitions CASE STUDY III	27-28
VI-Evaluation and SIS	Evaluation and Control, Strategic Information Systems	29-31
VII- Other Strategic Issues SMEs and NPOs	Other Strategic Issues, Small and Medium Enterprises, Non-Profit Organizations	32-35
VIII - Summary	Summary	36-37

References:

1. R Srinivasan, Strategic Management - The Indian Context, 3rd Edition, PHI, 2008.
2. R Srinivasan, Case Studies in Marketing - The Indian Context, 4th Edition, PHI, 2008.