

DEPARTMENT OF MANAGEMENT STUDIES

COURSE PLAN – PART I			
Name of the programme and specialization	MBA		
Course Title	Strategic management		
Course Code	MB 731	No. of Credits	2
Course Code of Pre-requisite subject(s)	-		
Session	July / January	Section (if, applicable)	-
Name of Faculty	Dr. Nivethitha S	Department	Management Studies
Official Email	snive@nitt.edu	Telephone No.	9344546699
Name of Course Coordinator(s) (if, applicable)			
Official E-mail		Telephone No.	
Course Type (please tick appropriately)	<input checked="" type="checkbox"/> Core course		<input type="checkbox"/> Elective course
<b>Syllabus (approved in BoS)</b>			
<p><b>Unit 1: Overview of Business Policy and Strategic Formulation:</b>            What is Strategy? Strategic Management – Hierarchy of Strategic Intent - Strategic Management Process.</p> <p><b>Unit 2: Analyzing the Resources and Environment:</b>            The Resources Based View Model, The Structure-Conduct-Performance Model, The Five Force Model, Value Chain Analysis, Strategic Group Analysis, Red Ocean and Blue Ocean Strategy.</p> <p><b>Unit 3: Strategic Alternatives:</b>            Corporate Level Strategy – Stability, Expansion, Retrenchment and Combination, Concentration, Integration, Diversification, Internationalization. Business Level Strategy – Generic Business Strategy; Functional Level Strategy</p> <p><b>Unit 4: Strategic Choice and Activating Strategy:</b>            Strategic Analysis- Tools and Techniques; Strategic Implementation – Structural Implementation, Behavioral Implementation, Functional and Operational Implementation.</p> <p><b>Unit 5: Strategic Evaluation:</b>            Strategic and Operational Control Techniques; Balance Score Card Approach; Role of Organizational Systems in Evaluation</p> <p><b>Text Book</b>            1. Hitt, Ireland and Hoskisson. Strategic Management: Concepts and Cases, Competitiveness and</p>			



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- Globalization. Cengage Learning (2016).
2. Thompson, Arthur. Strickland, J, Alonzo and Gamble, John. *Crafting and executing strategy: Concepts and readings*. McGraw-Hill Education (2015).
  3. Haberberg, Adrian and Alison, Rieple. *Strategic Management: Theory and Application*. NewDelhi: Oxford University Press (2008).

### Reference

4. Harvard Business Review. *HBR's 10 Must Reads on Strategy*. Harvard Business Press (2011).

### COURSE OBJECTIVES

To acquire familiarity with the principal concepts, frameworks, and techniques of strategic management. To gain expertise in applying these concepts, frameworks, and techniques in order to obtain real-time experience in dealing with strategic issues.

### MAPPING OF COs with POs

Course Outcomes	Programme Outcomes (PO) (Enter Numbers only)
1. to analyze the process of strategic management.	1, 2 & 3
2. to design and implement various strategies based on the environment analysis and real-time necessities.	2, 3,4&6
3. to explain various levels of strategy and its implications	2, 3,4&7
4. to recommend the best means of implementing the chosen strategy.	2, 3,4&7
5. to apply various techniques for exercising strategic control.	2, 3,4&7

### COURSE PLAN – PART II

#### COURSE OVERVIEW

This course will help you to understand aspects of the environmental analysis, strategy - formulation, execution and control with a holistic focus on organization's strategic positioning, profitability and growth.

#### COURSE TEACHING AND LEARNING ACTIVITIES

S.No.	Week	Topic	Mode of Delivery
1	1 Week	What is Strategy?; Strategic Management - An Overview	Lecture - Power Point Presentation; Article Discussion - What is strategy?
2	2 Week	Hierarchy of Strategic Intent - Strategic Management Process.	Lecture - Power Point Presentation; Case/Article Discussion – Aravind Eye Care System/Building your company's vision
3	3 Week	Environmental Analysis - Resource based model – Value Chain Analysis	Lecture - Power Point Presentation; Group activity - Environment Analysis
4	4 Week	Five Force Model, Strategic group analysis	Lecture - Power Point Presentation; Article/Case Discussion – Air



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5	5 Week	Red Ocean and Blue Ocean Strategy; Corporate level strategies	Lecture - Power Point Presentation; Article Discussion – Blue Ocean Strategy	
6	6 Week	Business level and functional level strategies	Lecture - Power Point Presentation	
7	7 Week	Cycle Test for IV Trimester / MBA		
8	8 Week	Strategic Analysis - Tools and Techniques; Strategic Implementation – Structural Implementation	Lecture - Power Point Presentation; Hands on activity	
9	9 Week	Behavioral Implementation, Functional and Operational Implementation.	Lecture - Power Point Presentation;	
10	10 Week	Strategic and Operational Control Techniques	Lecture - Power Point Presentation	
11	11 Week	Balance Score Card Approach; Role of Organizational Systems in Evaluation	Lecture - Power Point Presentation; Article Discussion – Using Balanced scorecard as a strategic management system	
12	12 Week	Trimester Begins		
<b>COURSE ASSESSMENT METHODS</b> (shall range from 4 to 6)				
Sl.No.	Mode of Assessment	Week/Date	Duration	% Weightage
1	Cass Test/quiz	6 <sup>th</sup> and 10 <sup>th</sup> Week	10-15 min/each	15
2	Case/Article Discussion (Pre-read)	Through-out the course	In class discussion	15
3	Group Project Presentation	Week 10	20 min/group	20
4	Final Assessment	Oct'23	3 hours	50
<b>COURSE EXIT SURVEY</b> (mention the ways in which the feedback about the course shall be assessed)				
Feedback received from student's in MIS portal				
<b>COURSE POLICY</b> (including compensation assessment to be specified)				
<ul style="list-style-type: none"> <li>• Retest will be conducted only to the students who got prior permission for absence before the test (for maximum of one test)</li> </ul>				



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### **ATTENDANCE POLICY** (A uniform attendance policy as specified below shall be followed)

At least 75% attendance in each course is mandatory.

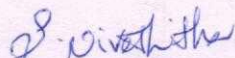
A maximum of 10% shall be allowed under On Duty (OD) category. Students with less than required/mandated attendance percentage shall be prevented from writing the final assessment and shall be awarded 'V' grade.

### **ACADEMIC DISHONESTY & PLAGIARISM**

- Possessing a mobile phone, carrying bits of paper, talking to other students, copying from others during an assessment will be treated as punishable dishonesty.
- Zero mark to be awarded for the offenders. For copying from another student, both students get the same penalty of zero mark.
- The departmental disciplinary committee including the course faculty member, PAC chairperson and the HoD, as members shall verify the facts of the malpractice and award the punishment if the student is found guilty. The report shall be submitted to the Academic office.

### **ADDITIONAL INFORMATION, IF ANY**

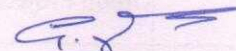
### **FOR APPROVAL**

  
Course Faculty

**Dr. Nivethitha. S**

  
CC- Chairperson

**Dr. V.J. Sivakumar**

  
HOD

**Dr. G. Murugananatham**