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|  | DEPARTMENT OF MANAGEMENT STUDIESNATIONAL INSTITUTE OF TECHNOLOGYTIRUCHIRAPPALLI - 620 015, TAMIL Nadu, India |
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| **Course Code** | **:** | **MB 731** |
| **Title of the Course** | **:** | **STRATEGIC MANAGEMENT** |
| **Prerequisites** | **:** | Nil |
| **Trimester** |  | IV /2018 |
| **Contact Hours, Type of Course** | **:** | 30 |
| **Course Assessment Methods** | **:** | Continuous Assessment, Trimester Examination |

**Course Learning 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 obtain real-time experience in dealing with strategic issues.

**Course Content**

**Unit 1: Overview of Business Policy and Strategic Formulation:**

What is Strategy? The Strategic Management Process, Strategic Intent.

**Unit 2: Analyzing the Resources and Environment:**

The Resources Based View Model, The Structure-Conduct-Performance Model, The Five Force Model, Strategic Group Analysis,

**Unit 3: Strategic Alternatives:**

Corporate Level Strategy – Stability, Expansion, Retrenchment and Combination, Concentration, Integration, Diversification, Internationalization. Business Level Strategy – Generic Business Strategy.

**Unit 4: Strategic Choice and Activating Strategy:**

Strategic Analysis- Tools and Techniques, Balance Score Card – Strategic Mapping, Strategy Implementation.

**Unit 5: Strategic Evaluation:**

Strategic and Operational Control, Techniques.

**Text Books**

Haberberg, Adrian, and Alison Rieple. Strategic Management: Theory and Application. NewDelhi: Oxford University Press, 2008.

Hitt, Ireland, Hoskission and Manikutty. Strategic management, Cengage, 2016

**Reference Books**

Hills, Charles W.L., and Gareth R Jones. An Integrated Approach to Strategic Management. NewDelhi: Cengage Learning, 2011.

Johnson, Gerry, Kevan Scholes, and Richard Whittington. Exploring Corporate Strategy - Text and Cases 17e. NewDelhi: Pearson Education, 2013.

Jr, Arthur A Thompson, AJ Strickland III, John E Gamble, and Arun K Jain. Crafting and Executing Strategy: The quest for competitive advantage - Concepts & Cases. NewDelhi: Tata McGraw-Hill Publishing Company, 2006.

**Course outcomes**

At the end of the course student will be able -

1. to comprehend various models and process of strategic management.
2. to design and implement various strategies based on the environment analysis and real-time necessities.
3. to understand the implications of strategic management in the business context.
4. to recommend the best means of implementing the chosen strategy.
5. to apply various techniques for exercising strategic control.

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| **COURSE OUTLINE TEMPLATE** |
| **Course Title** | **STRATEGIC MANAGEMENT** |
| **Course Code** | **MB 731** | **No. of Credits** | **2 (weekly 3 hrs)** |
| **Department** | Management Studies | **Faculty** | **Dr. S. Nivethitha** |
| **Pre-requisites****Course Code** | **-**  |
| **Course Teacher(s) E-mail** | **E-Mail** | **snive@nitt.edu** |
| **Course Type** | √ | **Core** **- IV Trimester / 2018** |
|  | Elective  |
|  | Open Elective  |
|  | Laboratory |

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|  **COURSE TEACHING AND LEARNING ACTIVITIES** |
| **S. No.** | **Week** | **Topic** | **Mode of Delivery** |
|  | 2nd week of July 2018**Class – 1st week****(3 Contact Hours)** | Strategy – An Overview; Strategic Management Process | Lecture - Power Point Presentation; Article Discussion - What is strategy? |
|  | **Class- 2nd week** **(3 Contact Hours)** | Strategic Intent; Environmental Analysis - I/O model | Lecture - Power Point Presentation; Group activity – Environment Analysis;Article Discussion – Building your company’s vision |
|  | **Class- 3rd week** **(3 Contact Hours)** | Environmental Analysis - Resource based model | Lecture - Power Point Presentation; Group activity - Environment Analysis  |
|  | **Class- 4th week** **(3 Contact Hours)** | Five Force Model, Strategic group analysis | Lecture - Power Point Presentation; Article Discussion – The five competitive forces that shape strategy |
|  | **Class- 5th week** **(3 Contact Hours)** | Corporate level strategies (Guest Lecture) | Lecture - Power Point Presentation; Article Discussion – Blue Ocean Strategy |
|  | **Class- 6th week** **(3 Contact Hours)** | Business level strategies  | Lecture - Power Point Presentation; Article Discussion – Transforming corner-office strategy into frontline action |
|  | **7th week**  | **Cycle Test for IV Trimester / MBA** |
|  | Class- 8th week **(3 Contact Hours)** | Process of strategic choice & strategic analysis tools and techniques(Guest Lecture) | Lecture - Power Point Presentation;Article Discussion – The secrets of successful strategy execution |
|  | Class – 9th week **(3 Contact Hours)** | Balance score card designing and implementation; Strategy Implementation | Lecture - Power Point Presentation;Article Discussion – Using Balanced scorecard as a strategic management system |
|  | Class - 10th week**(3 Contact Hours)** | Techniques of strategic evaluation and control  | Lecture - Power Point PresentationArticle Discussion – Who has the D? |
|  | Class – 12th week **(3 Contact Hours)** | Group Presentations | Group Presentations - Power Point Presentation |
|  |  2018 | **Trimester Exam Begins** |
| **COURSE ASSESSMENT METHODS** |
| **Sl. No.** | **Mode of Assessment** | **Week / Date** | **Remarks** | **% Weightage** |
|  | Cycle Test | 2018 | 60 Minutes | 25% |
|  | Group Presentation | Based on the Case Studies/Group assignments | Evaluation based on content/clarity of the presentation | 15% |
|  | Quiz | One - Pre & Post cycle test  | In-class quiz | 10% |
|  | End Semester Examination  | 2018 | 180 Minutes (3 hours) | 50% |
| **Note:** * 1. Attending all the assessments (Assessment 1 to 4) is MANDATORY for every student.
	2. If any student is not able to attend cycle test due to genuine reason, student is permitted to appear for retest.
	3. Every student is expected to score minimum 40% (i.e., 40 marks) to pass the course. Otherwise the student would be declared fail and ‘F’ grade will be awarded.
	4. 75% attendance is mandatory for appearing final exam
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| **FOR APPROVAL** |
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| **Dr S. Nivethitha**  |  **Dr. P. Sridevi** |  **Dr.B.Senthil Arasu** |
| **Course Faculty** |  **Chairman (Class Committee)** |  **HoD** |

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