

<p style="text-align: center;">School of Business, Public Policy and Social Entrepreneurship Ambedkar University, Delhi</p>

Course Code: SBP2MB401 Title: Strategic Management

Type of Course: Core

Cohort for which it is compulsory: NA

Cohort for which it is Core: MBA

No of Credits: 2

Attendance: 80% attendance is mandatory

Semester and Year Offered: Trimester IV- August - 2017 to September -2017

Course Coordinator and Team: Kartik Dave

Email of course coordinator: kartik@aud.ac.in

Pre-requisites: Basic Knowledge of Marketing, Finance, Operations, HR &OB and General Management

Aim: The purpose of this course is to enhance ability to do the job of a general manager responsible for strategic performance. Specifically, to integrate the different functional areas of business (e.g. accounting, finance, human resources, information systems, marketing, operations management, etc.) into a cohesive whole. The challenge is not only in identifying weaknesses and threats facing firms we will study, but to appreciate the strengths of the firm and anticipate opportunities in the external environment. Your role in this course is to correct organizational failures and expand upon organizational successes, however failure and success may be defined. As an MBA student in this course, your goal should be to draw upon course learning, as well as applying your previous business experience, to think beyond the role of any given functional area.

Brief description of modules/ Main modules:

Unit 1: Introduction to Strategic Management

Unit 2: External analysis

Unit 3: Internal analysis

Unit 4: Functional level strategy

Unit 5: Business level strategy and industry environment

Unit 6: Corporate strategy

Unit 7: Strategy in the Global Environment

Unit 8: Strategy implementation and Evaluation

Assessment Details with weights:

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|------------------------------|-----|--------------------------|
| 1. Case Analysis/Assignments | 30% | (throughout trimester) |
| 2. Mid semester | 20% | (4/5 th Week) |
| 3. End semester | 30% | (8 th Week) |
| 4. Group Project | 20% | (throughout trimester) |

Reading List

- i. Kim, W. C., & Mauborgne, R. (2015). *Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant*. Harvard Business Review Press.
- ii. Walker, G (2009). *Modern Competitive Strategy*, TMH Companies.
- iii. Wheelen, T. and Hunger, J. (2010). *Strategic Management and Business Policy*, Pearson Publications

Additional Reference

- i. Ghemawat, P. (2013). *Redefining global strategy: Crossing borders in a world where differences still matter*. Harvard Business Press.
- ii. Grant, R. M. (2005). *Contemporary Strategy Analysis: Concepts, Techniques, Applications* (5th edition), Wiley Blackwell
- iii. Hill, C.W.L., Jones, G.R., Schilling, M.A. (2015), 11th edition, *Strategic Management Theory*, Cengage Learning, Stanford.
- iv. Porter, M.E. (2010). *Competitive Strategy: Techniques for Analyzing Industries and Competitors*, Simon and Schuster Editions