



Program	Master of Business Administration (MBA)	Semester - 3
Type of Course	-	
Prerequisite		
Rationale	-	
Effective From A.Y.	2024-25	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				T	T	P	P	
4	-	-	4	50	30	-	-	150

SEE - Semester End Examination, T - Internal Theory, P - Internal Practical

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Module I Strategic Management: An Introduction: <ul style="list-style-type: none"> VOSIC Concept - Vision, objectives, strategy, implementation, and correction. Mission and Corporate Values, business models of strategy. Stakeholders concept in Business The I/O Model and Resource-based Model of Above Average Return Deliberate and Emergent Strategies	15	25
2	Module II Environmental Analysis: <ul style="list-style-type: none"> External and Industry Environmental Analysis using PESTEL and Porter's Five-Force Model Understanding concepts such as Key Success Factors; Driving Forces, Entry and Exit barriers, Switching costs Internal Analysis: Concept of Value Chain, SWOT Analysis Resources, Capabilities and Competencies; Dynamic capabilities, Competitive advantage. Strategy Formulation: Strategy formulation at Business levels, Tactical strategies	15	25
3	Module III Strategy Formulation at Corporate Level: <ul style="list-style-type: none"> Corporate Level strategy, Diversification Acquisitions and Restructuring Strategic Alliance and Joint Ventures, Cooperative Strategies Global Strategy, International Corporate-level and Business-level Strategies BCG Matrix, GE Matrix, McKinsey 7s 	15	25
4	Module IV Nuances of Strategy Implementation and Controls: <ul style="list-style-type: none"> Strategic Leadership ,Balanced Scorecard Structure and Controls , Triple Bottom Line (TBL) approach Contemporary Topics in Strategy: Management of Change through VUCA Blue Ocean Strategy, Blue Ocean Shift Innovation: Grassroots, Jugaad	15	25
Total		60	100



Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Application	Analyze	Evaluate
Weightage	25	50	25

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Analyze industry with external and internal perspective and evaluate resources and capabilities of firm and thereby enabling towards strategic decision making
CO2	Analyze and Recommend Corporate Level , Business Level and strategies in domestic and international markets
CO3	Apprise strategy formulation tools , controls and collaborative mechanism for effective strategic implementations
CO4	Evaluate business strategy with ethical leadership approach in VUCA world.

CO PO Mapping

CO	CO - 1	CO - 2	CO - 3	CO - 4
PO - 1	3	2	2	2
PO - 2	2	3	2	2
PO - 3	1	3	2	2
PO - 4	1	2	2	3
PO - 5	2	1	2	3

Reference Books

1.	Strategic Management (TextBook) By Ireland, Hoskisson & Hitt. Cengage Learning Latest Edition
2.	Crafting and Executing Strategy: The Quest for Competitive Advantage: Concept and Cases By Arthur A. Thompson, A. J. Strickland, John E. Gamble and Arun K. Jain McGraw Hill Latest Edition
3.	Contemporary Strategic Analysis: Text and Cases By Robert Grant Wiley India Pvt. Ltd., Latest Edition
4.	Competitive Advantage: Creating and Sustaining Superior Performance By Michael Porter Free Press Latest Edition
5.	Strategic Management and Business Policy By Azhar Kazmi McGraw Hill Latest Edition