

MBA II Year	MBA-C304		Semester-III		
	Strategic Management				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	03	40

OBJECTIVE: The Objectives of this course is to develop a holistic perspective of enterprise, critical from the point of view of the top executives.

- The nature of corporate strategy, Value of corporate strategy, Levels of strategy, Process of Strategic Management, Strategic Management in different contexts, Role of different strategists **(8 hours)**
- Defining the Company Mission, Corporate Philosophy, Corporate Governance and Strategy, Strategy and Ethics. **(8 hours)**
- The External Environment analysis, Industry Analysis, organizational analysis during industry evolution, Globalization and Industry structure. **Case study1: A tough choice. (8 hours)**
- Formulating corporate strategies, Business level Strategies, Functional Strategies, Strategic choice, Strategy in the Global Environment. **(8 hours)**
- Implementing strategy, Designing organizational. structure, Designing strategic control systems, Strategic leadership, Structure and control to strategy, Implementing Strategic change, Technology Strategy. **Case study2: Satya Bharti School Program: the kaizen way. (8 hours)**

SUGGESTED READINGS:

1. Charles, W.L.H., & Gareth, R. J. (2012). *Strategic Management Theory – An Integrated Approach*. USA: South Western Cengage Publishing, USA.
2. David, F. R. (2012). *Strategic Management A Competitive Advantage Approach Concepts*. Prentice Hall, New Delhi.
3. Jayarathnam, M. (2007). *Business Policy and Strategic Management*. Mumbai, India: Himalaya Publishing House, New Delhi.
4. Gerry, J., & Kevan, S. (2009). *Exploring Corporate Strategy*. Prentice Hall of India, New Delhi.
5. Singh, S.P. (2004). *Corporate Strategy*. AITBS. New Delhi.
6. Srinivasan. (2007). *Strategic Management: the Indian Context*. New Delhi, India: Prentice Hall of India, New Delhi.
7. **Case Study 1:** Nataliya A. Kravchenko Svetlana A. Kuznetsova, (2012), "A tough choice", Emerald Emerging Markets Case Studies, Vol. 2, Iss 7 pp. 1 – 10. Permanent link to this document: <http://dx.doi.org/10.1108/20450621211284624>.
8. **Case Study 2:** Jyoti Kainth, (2012), "Satya Bharti School Program: the kaizen way", Emerald Emerging Markets Case Studies, Vol. 2 Iss 8 pp. 1 – 13. Permanent link to this document: <http://dx.doi.org/10.1108/20450621211292382>.

NOTE: The list of cases and specific references including recent articles will be announced in the class.

**FOURTH SEMESTER
MBA-C401 DISSERTATION**

DISSERTATION AND ITS REPORT

In fourth semester, candidates will have to submit a Research Project Report on a problem/topic (from the Specialization areas) assigned by the Department under the supervision of a faculty member of the department. The research project report will carry 200 marks. Evaluation of report and Viva shall be conducted by both external and internal examiner with external evaluation of 140 marks and internal evaluation of 60 marks. The report will contain the objectives, scope of the study, significance of study, research methodology, results, interpretation, conclusions and recommendations. It will contain relevant review literature, charts, diagrams and bibliography. A certificate of the Supervisor and the Head of the Department certifying the authenticity of the report shall be attached therewith. The student will submit three copies of the report to the Head of the program. The average size of Report ordinarily will be 100-125 typed pages in standard font size (12) and double spacing. One report, duly typed on A-4 sized paper in the hard bound (paper back) form is to be submitted to the Faculty/Department for evaluation and other shall be retained by the student after getting both the reports duly forwarded by Head and Dean of the Faculty.

MBA II Year	MBA-C402	Semester-IV
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