

Strategic Consulting

1.1 Course Number: MT5512

1.2 Contact Hours: 40 Hours, **Credits:** 9

1.3 Semester-offered: Odd Semester (July-December)

1.4 Prerequisite: understanding of foundational courses on Finance, Marketing, HR, Operations & Economics

1.5 Syllabus Committee Member: Dr. Jaya Srivastava & Dr. Sanjay Kumar Kar

2 Objective:

- To develop understanding about business strategies, strategic choices, its Implementation and Evaluation

3 Course Content:

Unit-wise distribution of content and number of lectures

| Unit | Topics | Sub-topic | Lectures |
|------|--|--|-----------|
| 1 | Fundamentals of Strategy | What is Strategy? What is the importance of Strategic Management? Model of Strategic Management, Vision, Mission & Values | 04 |
| 2 | Environmental Scanning & Industry Analysis | Resource Based View of the Firm, Competitive Advantage & How to Sustain it | 06 |
| 3 | Strategy Formulation | Corporate Strategy, Diversification, Business Strategy, Strategic Alliance, International Strategy, Choices of international entry mode & risks involved | 08 |
| 4 | Functional Level Strategies | Functional Level Strategies. Tactics Vs Strategy, Strategy Implementation & Execution, Challenges of Strategy Implementation | 08 |
| 5 | Strategic Control | Strategic Control, Approaches to Strategic Control, Balanced Score Card | 04 |
| 6 | Project Work | Students will be allocated Project based on the concepts learnt in class. The research Project will be a part of the course evaluation. | 10 |
| | | Total | 40 |

4 Readings

4.1 Text books:

- Wheelan Thomas, J David Hunger & Krish Rangarajan Concepts in Strategic Management & Business Policy. Pearson Education

4.2 Reference Books:

- Kazmi Azhar. Business Policy & Strategic Management. Tata McGraw Hill.
- Grant R.M (2010). Contemporary strategy Analysis. John Wiley London.

5 Outcome of the Course:

On the completion of this course, the students are expected to develop a deep understanding of the subject and can make strategic decision.