

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SESM08 MBM5SESM08 MFB5SESM09
Course Title	Managing a Growing Organization

Course Learning Outcomes (CLO):

After successful completion of the course, student will be able to:

1. Analyse the problems faced by small Business / Own Family Business during growth
2. Apply the concepts learnt, in their own enterprise and plan necessary changes to move from an entrepreneurial to a professionally managed firm.
3. Formulate strategies for business development and growth

Syllabus

Teaching Hours

Unit I: Managerial issues in managing a growing organization <ul style="list-style-type: none"> • Growth – how to manage and sustain it • Growth cycles and patterns • Growth stages, family business growth challenges 	08
Unit II: Business development and growth strategies <ul style="list-style-type: none"> • Strategies for business development • Market expansion/diversification • Growth through Turnaround Management • Growth through mergers and strategic alliances • Taking business growth expansion decision 	13
Unit III: Executing growth options <ul style="list-style-type: none"> • The role of the founder/MD • Building the Management Team • Crisis – how to analyse and resolve critical situations • Professionalization of firms 	09

Suggested Readings:

1. Ghosh A., Strategies for Growth, Random House Publishers, India
2. Fleck, D. L., Why we should dare to manage growth responsibly. Management Decision, 48(10), 1529-1538.

w.e.f. Academic Year 2019-20 and onwards