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	MFT5SESM15 MBM5SESM15 MFB5SESM15
Course Title	Strategy Execution

Course Learning Outcomes (CLO):
At the end of the course, the students will be able to:
1. Discuss the role of organization structure and culture in strategy execution
2. Assess the role of leadership and control in strategy execution.
3. Formulate strategic equation in organization

Syllabus	Teaching Hours
Unit I: Organization Culture and Capabilities • Building an organization capable of executing its strategy • Four pillars of execution namely Organization Structure • Organization Culture • Organization Leadership and Internal Controls	03
Unit II: Organizational Role and Execution Strategies • Role of Organization Structure in executing strategy • Clarity of roles • Strong processes to avoid duplication of work, 'efficient' reporting relationships	03
Unit III: Organizational Culture and Execution Strategies • Role of Organization Culture in executing strategy, way to do things, • Formal vs informal culture, • Shared values and commitment to goal, • Role of training to build strong culture	03
Unit IV: Leadership Styles and Execution Strategies • Role of Leadership • Leadership styles to suit the purpose of organization and its strategy • Importance of Leading from Front • Ability and traits of leader to navigate in VUCA condition • Internal Control	06

Suggested Readings:

1. Leinwand, P., &Mainardi, C. R., Strategy that works: How winning companies close the strategy-to-execution gap. Harvard Business Review Press.
2. Mckeown, M., The strategy book: how to think and act strategically to deliver outstanding results. Pearson UK.

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