

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Family Business &
Entrepreneurship) Programme
Term - III

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Course Code	MFB4CCSM05
Course Title	Strategic Management

Course Learning Outcomes (CLO):

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

1. Explain business & corporate level strategies and concepts learnt.
2. Develop business & corporate level strategies, concepts learnt in new context/ situations.
3. Apply knowledge of functional areas to enable holistic decisions.
4. Formulate strategy with organizational structure, culture and leadership

Syllabus

Teaching Hours

<p>Unit I: Strategy Formulation and Business level strategies</p> <ul style="list-style-type: none"> • Introduction to strategy, Vision and Mission; • Strategic management process, • External and Internal Environment Analysis; • Business Strategies competitive advantage 	12
<p>Unit II: Situation Analysis and Corporate Strategies</p> <ul style="list-style-type: none"> • Generic Strategies; • Timing; • Positioning; • Scope of operations; • Strategic Growth Options; • Internationalisation, • Co-operative Strategies 	10
<p>Unit III: Strategy Execution and Implementation</p> <ul style="list-style-type: none"> • Strategy execution, • Structure and Culture, • Implementation and Implementation Challenges, • Strategic Leadership 	8

Suggested Readings:

1. Gamble, J., Thompson, A., and Peteraf, M., Essentials of Strategic Management: The Quest for Competitive Advantage, McGraw-Hill/Irwin.

2. Collins, J., and Porras, J.I., Built to Last: Successful Habits of Visionary Companies, HarperCollins.

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