

Name of Institute: Indus Institute of Management Studies (IIMS)

Name of Faculty: Dr Arnaz Wadia

Course code: IMB0405

Course name: Business Policy and Strategic Management

Prerequisites: HSC

Credit points: 3 Credits

Offered Semester: IMBA 4y SEM IV

Course Lecturer (weeks 01 - 15)

Full name: Dr Arnaz Wadia

Department with siting location: Management

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Consultation times: 2:00 PM to 4:00 PM

Students will be contacted throughout the Session via Mail with important information relating to this Course.

Course Objectives

1. To outline key strategic concepts and its application to different markets
2. To identify factors and processes essential for designing business policies & strategy
3. To analyze and examine the implementation of marketing concepts and strategy to firms

Programme Outcomes (PO):

PO1: Develop Business Acumen & domain knowledge (With knowledge of management theories & practices)

PO2: Develop Leadership and Team building

PO3: Enhance Critical Thinking, Analysis & Problem Solving

PO4: Build Awareness of Global Business Environment

PO5: Comprehend Legal, Ethical and Social Responsibility

PO6: Develop Communication Skills, Interpersonal and Soft Skills

Course Outcomes

On successful completion of this unit, students will be able to:

CO1: Identify and evaluate the impact of key environmental factors, including economic, social, technological and political, on the strategic management context.

CO2: Critically review the major models used in strategic analysis

CO3: Justify the applicability of strategic choices based on consideration of implementation factors and conditions

CO4: Evaluate designated strategic management tools in order to recommend appropriate strategic responses to business problems

CO5: Ability to formulate marketing strategies that incorporate psychological and sociological factors

CO6: Ability to analyze marketing problems and provide solutions based on a critical examination of marketing information.

Course Content:

Course Content:

Unit-I

Introduction:

Introduction to strategy, Vision and Mission; Concept of Strategic management, components of Strategic Management, Significance of Strategic Management, Pitfalls of Strategic management system, Strategic management process.

Unit-II

Tools of Strategy Analysis:

External and Industry Environmental Analysis using PEST and Porter's Five-Force Model, Understanding concepts such as Key Success Factors; Driving Forces, Strategic Groups. Internal Analysis: Concept of Value Chain, SWOT Analysis; Resources, Capabilities and Competencies; Core Competence of Organizations; Competitive Advantage and Sustainable Competitive Advantage

Unit-III

Strategy Formulations:

Strategy formulation at Business and Corporate levels, Diversification Strategic Alliance and Joint Ventures, Cooperative Strategies Acquisitions and Restructuring, Global Strategy, International Corporate-level and Business-level Strategies. Porter's Generic Strategies

Unit-IV

Strategy Implementation & Leadership

Strategy & Structure; Ethics, Corporate Governance & Corporate Social Responsibility; Strategic Leadership, Role of strategic leadership in execution of strategy

Method of delivery

Face to face lectures, Self Study Material, Active Learning Techniques, Case Studies, Audio-Visuals.

Study time

3 hours per week

CO-PO Mapping (PO: Program Outcomes)

CO	PO1	PO2	PO3	PO4	PO5	PO6
C0 1	3	2	1	2	1	2
C0 2	3	2	3	2	1	2
C0 3	2	2	-	3	2	3
C0 4	3	2	-	3	-	2
C0 5	2	1	1	2	2	2

C06	3	1	1	3	-	3
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Blooms Taxonomy and Knowledge retention (For reference)

(Blooms taxonomy has been given for reference)

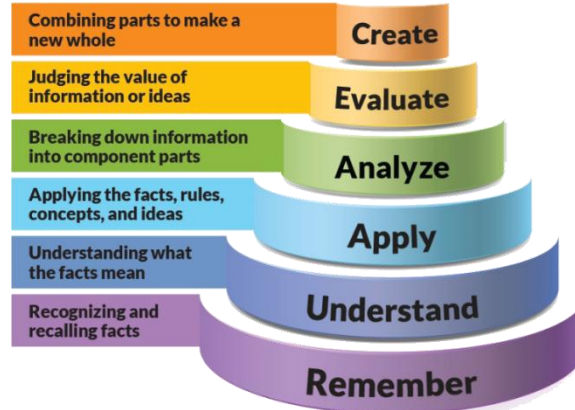


Figure 1: Blooms Taxonomy

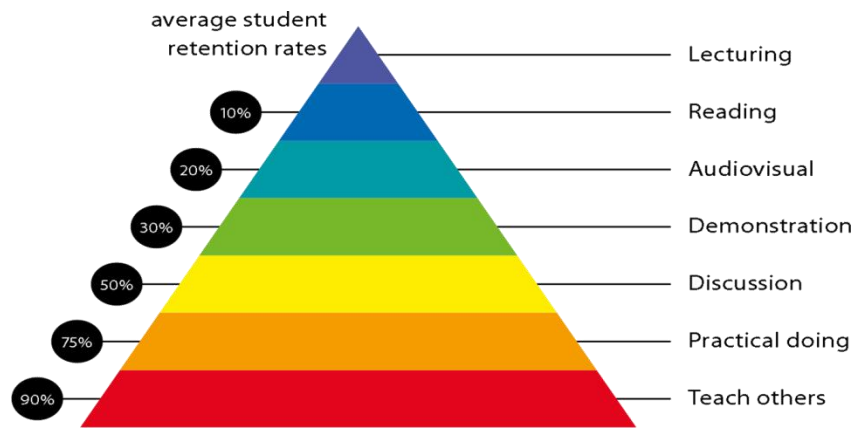


Figure 2: Knowledge retention

Graduate Qualities and Capabilities covered

(Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of Graduate Capabilities
<p>Informed Have a sound knowledge of an area of study or profession and understand its current issues, locally and internationally. Know how to apply this knowledge. Understand how an area of study has developed and how it relates to other areas.</p>	<p>1 Professional knowledge, grounding & awareness</p>

<p>Independent learners Engage with new ideas and ways of thinking and critically analyze issues. Seek to extend knowledge through ongoing research, enquiry and reflection. Find and evaluate information, using a variety of sources and technologies. Acknowledge the work and ideas of others.</p>	<p>2 Information literacy, gathering & processing</p>
<p>Problem solvers Take on challenges and opportunities. Apply creative, logical and critical thinking skills to respond effectively. Make and implement decisions. Be flexible, thorough, innovative and aim for high standards.</p>	<p>4 Problem solving skills</p>
<p>Effective communicators Articulate ideas and convey them effectively using a range of media. Work collaboratively and engage with people in different settings. Recognize how culture can shape communication.</p>	<p>5 Written communication</p>
	<p>6 Oral communication</p>
	<p>7 Teamwork</p>
<p>Responsible Understand how decisions can affect others and make ethically informed choices. Appreciate and respect diversity. Act with integrity as part of local, national, global and professional communities.</p>	<p>10 Sustainability, societal & environmental impact</p>

Practical work:

1. Assignment-1: Case Study
2. Assignment-2: Case Study
3. Assignment-3: Presentation
4. Assignment-4: Quiz

Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

Details of referencing system to be used in written work

Text books

Marketing Management by Kotler, Keller, Koshy and Jha Pearson Education

Fundamental of Marketing by Stanton, Etzel, Walker McGraw Hill Inc

Additional Material

- Marketing Management : Indian context by Ramaswami & Namakumari Macmillan(India) Limited, New Delhi
- Marketing Strategies by Rajan Saxena Tata- McGraw Hill Publishing Company
- Marketing management by Tapan panda Excel Books
- Strategic Marketing Management by Khurana & Ravihandran Global Business Press, N Delhi

ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

Example:		
Quiz 1	5% (week 4)	Objective (1-3)
Quiz II	5% (week 8)	Objective (1-4)
Mid semester	30% (due week 10)	Objectives (2-5)
Final exam (<i>closed book</i>)	60%	Objectives (1-5)

SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 40% marks to clear the concerned components.

Practical Work Report/Laboratory Report:

A report on the practical work is due the subsequent week after completion of the class by each group.

Late Work

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of -% of the maximum mark per calendar day

Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

University and Faculty Policies

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

Plagiarism - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

Do not copy the work of other students.

Do not share your work with other students (except where required for a group activity or assessment)

Course schedule (subject to change)

(Mention quiz, assignment submission, breaks etc as well in the table under the Teaching Learning Activity Column)

Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Weeks 1	Introduction to strategy, Vision and Mission;	CO1	Lecture
Weeks 2	Concept of Strategic management,	CO1	Audio-Visual
Week 3	components of Strategic Management, Significance of Strategic Management,	CO1 & CO2	Audio-Visual
Week 4	Pitfalls of Strategic management system, Strategic management process.	CO3	Lecture
Week 5	External and Industry Environmental Analysis using PEST and Porter's Five-Force Model,	CO3	Lecture
Week 6	Understanding concepts such as Key Success Factors;	CO3	Case Study
Week 7	Driving Forces, Strategic Groups. Internal Analysis: Concept of Value Chain, SWOT Analysis;	CO4	Case Study
Week 8	Resources, Capabilities and Competencies; Core Competence of Organizations;	CO5	Audio-Visual
Week 9	Competitive Advantage and Sustainable Competitive Advantage	CO3 & CO4	Audio-Visual
Week 10	Strategy formulation at Business and Corporate levels, Diversification Strategic Alliance and Joint Ventures,	CO5	Lecture

Week 11	Cooperative Acquisitions and Restructuring, Strategies	CO6	Lecture
Week 12	Global Strategy, International Corporate-level and Business-level Strategies. Porter's Generic Strategies	CO6	Case Study
Week 13	Strategy & Structure; Ethics, Corporate Governance & Corporate Social Responsibility;	CO6	Lecture
Week 14	Strategic Leadership,	CO6	Lecture
Week 15	Role of strategic leadership in execution of strategy	CO6	Lecture