

Name of Institute: Indus Institute of Management Studies

Name of Faculty: Dr. Akhilesh Shukla

Course code: MB0304

Course name: Business Policy and Strategic Management

Pre-requisites: Graduation

Credit points: 3

Offered Semester: III

Course Coordinator (weeks01- 12)

Full Name: Dr. Akhilesh Shukla

Department with siting location: Indus Institute of Management Studies Ahmedabad

Telephone:

Email: akhileshshukla.mba@indusuni.ac.in

Consultation times: 09:00 AM to 5:00 PM

Course Coordinator (weeks01- 12)

Full Name: Dr. Akhilesh Shukla

Department with siting location: Indus Institute of Management Studies Ahmedabad

Telephone:

Email: akhileshshukla.mba@indusuni.ac.in

Consultation times: 09:00 AM to 5:00 PM

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

Course Objectives

By participating in and understanding all facets of this Course a student will:

- 1) To prepare for a better understanding of the dynamics of the competitive environment.
- 2) To describe the role of strategic management in the success of successful companies.
- 3) To enable the students, understand the components which formulate a strategic intent.
- 4) To develop an insight for business-focused and qualitative policy framework formulation
- 5) To make students understand and formulate different strategies at business level and corporate level.
- 6) To discuss the role of corporate governance and social responsibility in the strategic management of an organization.

Course Outcomes (CO)

1. Familiarization with the strategic management process.
2. Understanding about the techniques to scan an environment and the role of environment scanning in hurdle less strategic management of an organization.
3. Understanding about the equal importance of strategy formulation and strategy implementation.
4. Clarity about the strategies followed by different companies in the corporate world.
5. Ability to understand the development of Corporate Strategy in the conducts of the external environment, resources and stakeholders' expectations. (Both the Strategy formulation and implementation)

Course Outline

(Key in topics to be dealt)

Unit-I

Introduction;

Definition of Strategy and Business Policy; Charting Company's Direction: Vision, Mission, Objectives and Strategy; School of Thoughts in Strategy Management.

Unity-II

Tools of Strategy Analysis:

Exploring External environment; Evaluating Company's Resources, Capabilities and Competitiveness; Industry Analysis; Competitor's Analysis; Segmentation Analysis.

Unit-III

Strategy Formulations:

Building and sustaining the competitive Advantage; Strategy at Business level; Strategy at corporate Level; Acquisition and Restructuring strategy; Strategy in competing in the international Market; Cooperative Strategy

Unit-IV

Strategy Implementation & Leadership

Strategy & Structure; Ethics, Corporate Governance & CSR; Strategy Entrepreneurship; Strategic Leadership

Strategy Evaluation & Control:

Managing Internal Operations; Operational Control & Strategic Control; Technological Control; Corporate Culture

Method of delivery

(Face to face lectures, self-study material, Active Learning Techniques)

- In Class Discussion
- Business Projects/Research Paper discussion.
- Presentation – newspaper analysis – The Hindu Business Line, BS, ET...
- Assignments
- Quiz
- Group Business Activities

Study time

(How many hours per week including class attendance)

3 Hours a Week

CO-PO Mapping (PO: Program Outcomes)

	P1	P2	P3	P4	P5	P6
C1	3	2	3	1	2	3
C2	2	2	1	3	2	2
C3	3	1	2	2	1	2
C4	2	2	-	2	1	3
C5	2	3	2	1	2	2
C6	1	1	3	2	2	-

Blooms Taxonomy and Knowledge retention (For reference)

(Blooms taxonomy has been given for reference)

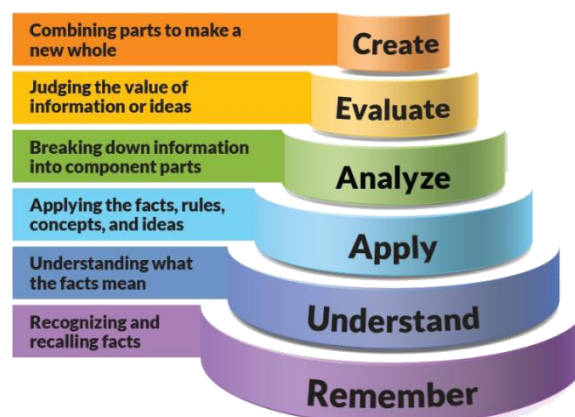


Figure 1: Blooms Taxonomy

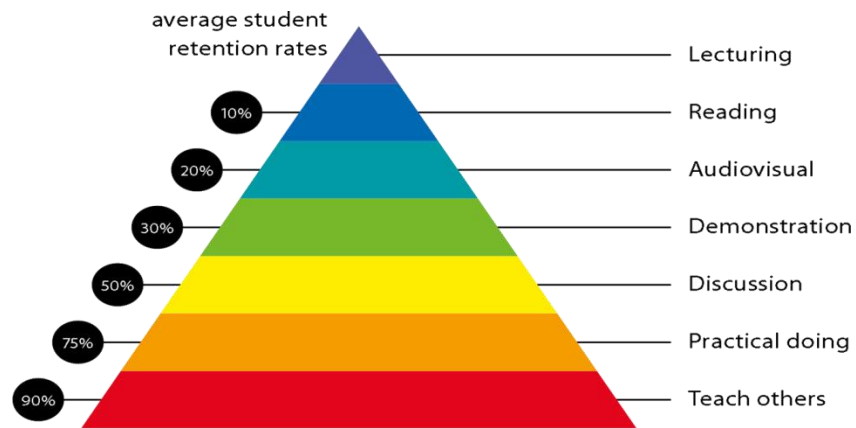


Figure 2: Knowledge retention

Graduate Qualities and Capabilities covered

(Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of MBA 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>
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Practical work:

(Mention what practical work this Course involves)

- Business Case Analysis
- Business Projects
- Assignment
- Presentation

Lecture/tutorial times

(Give lecture times in the format below)

Example:

Lecture	Monday	02.05 – 03.05 pm	Room LH 30/Google.Meet
Lecture/Tutorial	Tuesday	01.05 – 02.05 pm	Room LH 30/Google.Meet
Lecture/Presentation	Thursday	02.05 – 03.05 pm	Room LH 30/Google.Meet

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

1. Crafting and Executing Strategy: The quest for Competitive Advantage- Thomson & Strickland, Tata McGraw – Hill
2. Business Policy and strategic Management- Azar Kazmi, Tata McGraw – Hill Strategic Management- Hitt, Ireland & Hoskisson - Cenage Learning

Additional Materials

1. Contemporary Strategic Management-Robert Grant-Blackwell Publishing
2. Exploring Corporate Strategy, By Gerry Johnson & Kevan Scholes, (latest edition)
3. Business Policy and strategic Management-G.V. Satya Shekhar
4. Strategic Management: An Integrated Approach- Charles W. L. Hill, Gareth R. Jones
5. Business standard, The Economic Times

Web resources:

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; Definition of Strategy and Business Policy; Charting Company`s Direction: Vision, Mission, Objectives and Strategy; School of Thoughts in Strategy Management	1,2,4,5	Teaching and Class Activity
Weeks 2	Introduction; Definition of Strategy and Business Policy; Charting Company`s Direction: Vision, Mission, Objectives and Strategy; School of Thoughts in Strategy Management	1,2,4,5	Teaching and Class Activity
Week 3	<i>Assignment and Presentation</i>		<i>Presentation</i>
Week 4	Tools of Strategy Analysis: Exploring External environment; Evaluating Company`s Resources, Capabilities and Competitiveness; Industry Analysis; Competitor`s Analysis; Segmentation Analysis	1,2 3,4,5	Teaching and Class Activity - Presentation
Week 5	Tools of Strategy Analysis: Exploring External environment; Evaluating Company`s Resources, Capabilities and Competitiveness; Industry Analysis; Competitor`s Analysis; Segmentation Analysis	1,2 3,4,5	Teaching and Class Activity - Presentation
Week 6	<i>Assignment and Presentation/ Quiz Unit -I and II</i>		Teaching and Class Activity - Presentation

Week 7	<p>Unit-III</p> <p>Strategy Formulations: Building and sustaining the competitive Advantage; Strategy at Business level; Strategy at corporate Level; Acquisition and Restructuring strategy; Strategy in competing in the international Market; Cooperative Strategy</p>	1,2 4,5,6	Teaching and Class Activity - Presentation
Week 8	Presentation/Assignment		Assignment & Presentation
Week 9	<p>Strategy Formulations: Building and sustaining the competitive Advantage; Strategy at Business level; Strategy at corporate Level; Acquisition and Restructuring strategy; Strategy in competing in the international Market; Cooperative Strategy</p>	1,2 4,5,6	Teaching and Class Activity - Presentation
Week 10	<p>Strategy Implementation & Leadership Strategy & Structure; Ethics, Corporate Governance & CSR; Strategy Entrepreneurship; Strategic Leadership</p> <p>Strategy Evaluation & Control: Managing Internal Operations; Operational Control & Strategic Control; Technological Control; Corporate Culture</p>	2 4,5,6	Teaching and Class Activity - Presentation
Week 11	<p>Strategy Implementation & Leadership Strategy & Structure; Ethics, Corporate Governance & CSR; Strategy Entrepreneurship; Strategic Leadership</p> <p>Strategy Evaluation & Control: Managing Internal Operations; Operational Control & Strategic</p>	2 4,5,6	Teaching and Class Activity - Presentation

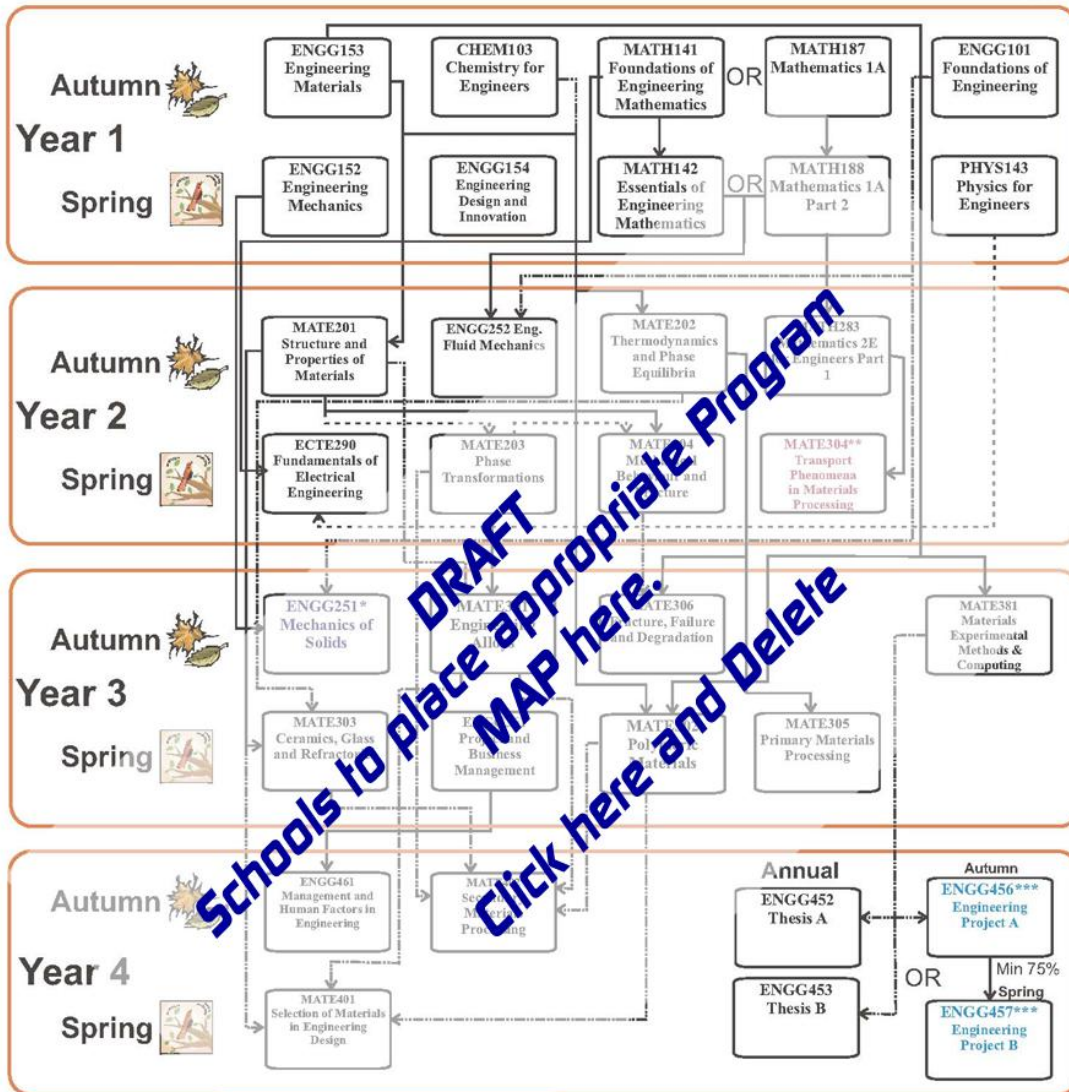
		Control; Technological Control; Corporate Culture		
	Week 12	Strategy Implementation & Leadership Strategy & Structure; Ethics, Corporate Governance & CSR; Strategy Entrepreneurship; Strategic Leadership Strategy Evaluation & Control: Managing Internal Operations; Operational Control & Strategic Control; Technological Control; Corporate Culture	1,2 4,5,6	Teaching and Class Activity - Presentation



PROGRAM MAP for Bachelor of Engineering (Materials Engineering)



DEGREE - 2012



Electives *

- MATE 411
Advanced Materials and Processing
- MATE412
Electronic Materials
- MATE413
Structural Characterisation Techniques
- MATE422
Iron and Steelmaking
- MATE433
Surface Engineering

* Note: Students will take three electives
 Some electives are only offered every 2nd year

ENGG251* Note: Full time students entering Year 3 in 2012 will need to take one elective in Autumn as they have already completed ENGG251

MATE304 Note:** Full time students entering Year 3 in 2012 will need to take MATE304 in Spring of their 4th year or take it in 2012 and defer another subject to Spring 2012

ENGG456*Note:** If ENGG456 Engineering Project A (6cp) is done instead of a thesis, a student needs to complete 4 electives and is not eligible for honours

