

## Syllabus Outline

1. GENERAL: The course is designed to make students understand the basic concepts of strategy, types of strategies, the implementation and process aspects of strategy. This course will make the students learn to analyse a company's business environment, select a strategy, and construct the organisation necessary to implement the strategy. They should also develop an understanding of the purpose of business and the impact of strategic decisions on various stakeholders.

1.1 COURSE TITLE: **Strategic Management**

1.2 COURSE NUMBER: MT5512

1.3 CONTACT HRS: 40 Credits: 8

1.4 SEMESTER -OFFERED: III

1.5 PREREQUISITE: Sound understanding of foundational courses on Finance, Marketing, HR and Operations along with Economics

1.6 SYLLABUS COMMITTEE MEMBER: Dr. Jaya Srivastava & Dr. P K Parida

**2. OBJECTIVE :** More specifically the course would focus on.

1. Concept and meaning of strategy
2. Types of Strategies, Strategic Choice
3. Implementation of Strategy
4. Evaluation of Strategy

3. COURSE CONTENT (Unit wise distribution of content and number of lectures)

Unit I: Fundamentals of Strategy. What is Strategy? What is the importance of Strategic Management? Model of Strategic Management, Vision, Mission & Values (Lectures: 5 )

Unit II : Environmental Scanning & Industry Analysis Internal Scanning: Resource Based View of the Firm , Competitive Advantage & How to Sustain it. Case Study (Lectures:10)

UNIT III: Strategy Formulation, Corporate Strategy, Diversification, Business Strategy, Strategic Alliance, International Strategy, Choices of international entry mode & risks involved (Lectures 10)

UNIT IV: Functional Level Strategies. Tactics Vs Strategy, Strategy Implementation & Execution, Challenges of Strategy Implementation (Lectures 10)

UNIT V: Strategic Control. Approaches to Strategic Control. Balanced Score Card (Lectures :5)

4. READINGS

4.1 TEXT BOOKS: Wheelan Thomas, J David Hunger & Krish Rangarajan. Concepts in Strategic Management & Business Policy. Pearson Education

4.2 REFERENCE BOOKS:

1. Kazmi Azhar. Business Policy & Strategic Management. Tata McGraw Hill.
2. Grant R.M (2010). Contemporary strategy Analysis. John Wiley London

5. OUTCOME OF THE COURSE: To develop an understanding of strategic decisions. The tools for strategic decision making. Analyzing strategic actions of firms

1. GENERAL : To have general & specific knowledge about EP in India

1.1 COURSE TITLE: **ENTREPRENEURSHIP MANAGEMENT**

1.2 COURSE NUMBER: MT5402

1.3 CONTACT HRS: 40 hrs.(30 hrs for teaching & 10 hrs for project discussion). Credits: 9

1.4 SEMESTER -OFFERED: 1<sup>ST</sup>

1.5 PREREQUISITE: Ph. D. student 1<sup>st</sup> semester

1.6 SYLLABUS COMMITTEE MEMBER: Dr. P.K. Parida & Dr. S. K. Mishra

2. OBJECTIVE: To have some elementary & specific idea, concept, provisions, legal issues, finance available related to entrepreneurship management.

3. COURSE CONTENT(Unit wise distribution of content and number of lectures- 4 per unit)

Unit I: What is Entrepreneurship (Lectures:4 )

Unit II. Entrepreneurship across globe (Lectures: 4 )

Unit. III. Entrepreneurship in India with reference to Large, Medium & Small Sectors ( 4 lectures)

Unit. IV. Science, Technology & EP ( 4 lectures)

Unit- V. Social Entrepreneurship in India ( 4 lectures)

4. READINGS :

1. Peter Drucker: “Innovation and Entrepreneurship”

2. Peter Drucker : “The Effective Executive”

3. K. B. Akhilesh ( Formerly, IISc, Bangalore),( ed.) “Science, Technology & Entrepreneurship”

4. Ambuj Sagar ( IIT, Delhi): “Science, Technology & Public Policy & Entrepreneurship in India”

5. Anil Gupta (IIM, Ahmedabad) : Reports & News letter of Shristi, Honey Bee Network, his speeches on Innovation & Entrepreneurship, Grass roots Development

6.. Annual report of MSME

7. Annual report of KVIC

8. Website of Ministry of Rural Development, Ministry of Skill Development, Government of India.

5. OUTCOME OF THE COURSE :

- To have general & specific knowledge about various facets of entrepreneurship policy, institutions, provisions in India & across the globe.