

Course Code	MB18209	Course Name	Corporate strategy	Course Category		Foundation Course	L	T	P	C
							1	0	2	2

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department		Data Book / Codes/Standards			

Course Learning Rationale (CLR): *The purpose of learning this course is to:*

CLR-1 : Learn strategic decision making ability in prevailing situations	1	2	3	Program Learning Outcomes (PLO)													
				1	2	3	4	5	6	7	8	9	10	11	12		
CLR-2 : Identify the environmental strategic factors for industry analysis																	
CLR-3 : Classify the organization and to formulate the strategy																	
CLR-4 : Understand the organizational structures and to implement, evaluate and control the process																	
CLR-5 : Learn the strategic change and issues prevailing in the organization																	
CLR-6 : Create sustainable competitive advantage to the organization																	

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Learning												
					1	2	3	4	5	6	7	8	9	10	11	12	
CLO-1 : Apply the conceptual knowledge of strategic management for incorporating strategic decisions		2	60	50	H	M	H	M	L	M	M	M	M	L	M	H	L
CLO-2 : Analyze and exhibit the various environmental factors		2	80	70	L	H	L	L	L	M	M	M	L	L	M	H	H
CLO-3 : Analyze the organization and to formulate the strategy for the organization		1	80	75	M	H	L	L	M	M	L	L	L	M	H	M	
CLO-4 : Implement, evaluate and control the process in an organization		2	80	70	M	H	M	L	M	M	L	L	L	M	H	H	
CLO-5 : Discover the strategic change and address the strategic issues in an effective manner		3	90	80	M	H	H	L	M	M	L	L	L	M	H	L	
CLO-6 : Assess the business environment effectively		3	90	80	M	H	H	H	M	M	L	L	L	M	H	H	

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Introduction to Strategic management	Identifying external environmental variables	Core and distinctive competencies	Strategy implementation	Strategic change
	SLO-2	Phases of Strategic management	Identifying external strategic factors	Competitive advantage and firm resources	Process of implementation	Disruptive innovation
S-2	SLO-1	Impact of globalization	Analyzing the Task environment	Generic strategies and competitive advantage	Stages of corporate development	Developing an innovative entrepreneurial culture
	SLO-2	Globalization – Challenges to strategic management	Porter’s approach to industry analysis	Determining the sustainability of an advantage	Organizational Life Cycle and Types of Organizational structures	Corporate social responsibility
S-3	SLO-1	Internal environmental strategic factors	Stake holder analysis	Competing through business models	Process of evaluation and control	Competitive advantage on strategic management
	SLO-2	External environmental strategic factors	Non-market strategy	Industry value chain analysis	Types of control	Competitive advantage to corporate advantage
S-4	SLO-1	Strategy formulation – Introduction on Mission,	Categorizing international industries	Scanning functional resources and capabilities -	Techniques of control	Integrative analysis

		Vision, Objectives , goals, strategies and policies		Corporate Culture		
	SLO-2	Strategy implementation – Introduction on Programs, Budgets and procedures	Strategic types	Strategic Audit - SWOT analysis and TOWS Matrix	Strategic information systems	Strategic issues of public sectors
S-5	SLO-1	Evaluation, control and feedback / Learning process	Competitive intelligence	Business strategy	Competitive advantage to corporate advantage	Small business organizations
	SLO-2	Mintzberg's modes of strategic decision making	Monitoring competitors for strategic planning	Corporate strategy	Corporate governance and corporate ethics	Factors affecting a new venture's success
S-6	SLO-1	Responsibilities of the Board	Forecasting Techniques	Portfolio analysis and corporate parenting	Strategic issues in implementation	Not-for-profit organization
	SLO-2	Carroll's four Social responsibilities of business	Strategic Audit - EFAS	Functional strategy, strategic choice and grand strategy	Strategic issues in evaluation and control	Strategic piggybacking

Learning Resources	1. Thomas L.Wheelen and J.David Hunger Concepts in strategic management and business policy, Pearson Education Limited, 2015	3. David, Fred and Forest R.David, Strategic Management: A competitive advantage approach, concepts and cases, 2016
	2. Charles W.L.Hill, Gareth R.Jones, Strategic Management – An integrated approach, Cengage Learning, 9 <sup>th</sup> edition, 2016	4. Angelo Dringoli, New perspectives on the Modern Corporation: Corporate Strategy and Firm growth, Edward Elgar Publishing Limited, 2011

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (15%)		CLA – 3 (15%)		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	20	10	25	5	30	0	35	5	30	0
Level 2	Understand										
	Apply	30	10	35	5	40	0	30	0	40	0
Level 3	Analyze										
	Evaluate	20	10	25	5	30	0	30	0	30	0
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
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