



Sub Committee for Curriculum Development

Course Name: Business Policy and Strategy

Course Code: T2570

(UG/PG): PG

Number of Credits: 3

Level: 4

Learning Objective(s): Technology has become an integral part of the way business strategy is defined and executed. This course is designed to give an appreciation of how Information Technology is influencing strategy, how Information Management can create unique value proposition and the various issues involved in managing the IT function in a secure, reliable, flexible and cost effective manner to support business transformational change.

Pedagogy:

Lectures
Role Play
Case Study
Assignments
Group Activity

Pre-learning:

Understanding of business processes in various types of industries.
Good understanding of Information Technology and its use in building business applications.

Course Outline:

Sr No	Topic	Self Study Topics	Hours
1	Introduction to Strategic Management in the Network Economy Defining strategy Evolution of Business Policy as a discipline. Influence of the Internet on business strategy	Study of influence of the Internet on value chain Analysis and Industry and Competitive Analysis	3
2	Approaches to strategic decision-making.	Indian business organizations -	4.5

	Role of Board of Directors, CEO, Senior Management, SBU Heads, Consultants & Entrepreneurs in strategic management. Three levels of strategic management.	Private, Public, Co-op. sectors. Formation of different types of companies.	
3	Process of Strategy Formulation-1. Vision, Mission, Purpose, Values, Business Definition & Objectives.		4.5
4	Process of Strategy Formulation-2. Environmental appraisal. Macro and Micro Environmental Opportunities & Threats Analysis (ETOP). Competition Analysis.	Indian economic environment. Challenges of Liberalization.	4.5
5	Process of Strategy Formulation-3. Organizational appraisal. Organizational Capability Profile (OCP). Strategic Advantage Profile (SAP).	Corporate Business level and Functional Organization.	3
6	Strategic Alternatives. Michael Porter's Generic Strategies. Grand Strategies. Stability Strategies. Expansion/Growth Strategies. Retrenchment Strategies. Combination Strategies.		4.5
7	Strategic Analysis and Strategic Choice in the Network Economy. Value Chain Analysis. Portfolio Analysis BCG Matrix GE Nine-cell Matrix. Porter's Five Forces Analysis. McKinsey's 7s Framework.		4.5
8	Implementation of Strategy. Structural implementation. Functional implementation. Behavioral implementation. Procedural implementation.		4.5
9	Corporate Governance. Business Ethics. Corporate Social Responsibilities. Globalised Ethics.	Sarbanes Oxlay	3
10	Case Studies and Assignments		9
		Total	45

Books Recommended:**Suggested Evaluation Methods:**

Written Test
Case Study and Assignments
Presentation

Parallel/Similar courses the existing curriculum:

S.No.	Name of the course	Institute where it was offered

Name of Member	Ashok Kotwal	Avinash Nene			
Designation	Adjunct Faculty	Visiting Faculty			
Org. / Inst.	SICSR				
Signature					

Name of the Expert:

Signature:

Date: