

<<Strategic Management>> Syllabus

Week/Module	Topics	Release Date
Week 0	<ul style="list-style-type: none"> • Demo Video • Welcome to the course • Course Schedule • Grading Policy • Exam Details • FAQ 	31 st July 2023
Week 1:	<p>Week 1: Introduction to Strategic Management</p> <ul style="list-style-type: none"> • What is strategy? • The role of strategy • Strategic decisions • Aligning strategy and organization 	31 st July 2023
Week 2:	<p>Week 2: Analyzing the External Environment</p> <ul style="list-style-type: none"> • Strategic context of the firm • Industry Analysis : Porter's framework, complements, strategic groups and key success factors. • PESTLE Analysis 	11 th August 2023
Week 3:	<p>Week 3: Analyzing the Internal Environment</p> <ul style="list-style-type: none"> • The Resource based view of the firm • VRIO framework 	18 th August 2023

	<ul style="list-style-type: none"> Sustenance of competitive advantage 	
	Mid – Term Assessment	18 th August 2023 Due Date: 18th September 2023
Week 4:	Week 4: Competitive Positioning <ul style="list-style-type: none"> Competitive positioning Business level strategies : Cost leadership, differentiation, focus and dual advantage. Value chain analysis 	25 th August 2023
Week 5:	Week 5: Managing the Multi-business Firm <ul style="list-style-type: none"> Strategies for the multi-business firm. The need of corporate strategy Corporate level strategies Strategy portfolio frameworks Strategy implementation 	1 st September 2023
Week 6:		8 th September 2023
Week 7:		15 th September 2023

Week 8:		22 nd September 2023
	End – Term Assessment	29 th September 2023 Due Date: 29th October 2023

Final Exam Details:

If you wish to obtain a certificate, you must register and take the proctored exam in person at one of the designated exam centres. The registration URL will be announced when the registration form is open. To obtain the certification, you need to fill out the online registration form and pay the exam fee. More details will be provided when the exam registration form is published, including any potential changes. For further information on the exam locations and the conditions associated with filling out the form, please refer to the form.

Grading Policy:

Assessment Type	Weightage
Mid-Term & End-Term	25%
Final Exam	75%

Certificate Eligibility:

- 40% marks and above in Mid Term & End Term
- 40% marks and above in the final proctored exam

Disclaimer: In order to be eligible for the certificate, you must register for enrolment and exams using the same email ID. If different email IDs are used, you will not be considered eligible for the certificate.