

## Strategic Management Syllabus

Week/Module	Topics
<b>Week 0</b>	<ul style="list-style-type: none"> <li>• Demo Video</li> <li>• Welcome to the course</li> <li>• Course Schedule</li> <li>• Grading Policy</li> <li>• Exam Details</li> <li>• FAQ</li> </ul>
<b>Week 1:</b>	<p><b>Week 1: Introduction to Strategic Management</b></p> <ul style="list-style-type: none"> <li>• What is strategy?</li> <li>• The role of strategy</li> <li>• Strategic decisions</li> <li>• Aligning strategy and organization</li> </ul>
<b>Week 2:</b>	<p><b>Week 2: Analyzing the External Environment</b></p> <ul style="list-style-type: none"> <li>• Strategic context of the firm</li> <li>• Industry Analysis: Porter's framework, Complementors, Strategic Groups and key success factors.</li> <li>• PESTLE Analysis</li> </ul>
<b>Week 3:</b>	<p><b>Week 3: Analyzing the Internal Environment</b></p> <ul style="list-style-type: none"> <li>• The Resource Based View (RBV) of the firm</li> <li>• VRIO framework</li> <li>• Sustenance of competitive advantage</li> </ul>

	Mid – Term Assessment
<b>Week 4:</b>	<p><b>Week 4: Competitive Positioning</b></p> <ul style="list-style-type: none"> <li>• Competitive positioning</li> <li>• Business level strategies : Cost leadership, differentiation, focus and dual advantage.</li> <li>• Value chain analysis</li> </ul>
<b>Week 5:</b>	<p><b>Week 5: Managing the Multi-business Firm</b></p> <ul style="list-style-type: none"> <li>• Strategies for the multi-business firm.</li> <li>• The need of corporate strategy</li> <li>• Corporate level strategies</li> <li>• Strategy portfolio frameworks</li> <li>• Strategy implementation</li> </ul>
	End – Term Assessment

### 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 opened. To take-up the examination, 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, the Examination Registration Form can be referred.

### 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.***