

Name of Faculty	Vikas Kumar Tyagi		
Discipline	Department of Management Studies		
Semester	Second (II)		
Subject	International Strategic Management (IB 404)		
Lectures Required	Topic (Including Assignment/Test)	Practical Day	Topic (Including Assignment/Test)
3	Nature and Dimensions of Inter National Strategic Management.	N/A	N/A
	Domestic versus International Strategic Management,	N/A	N/A
	Functions of International Strategic Planning.	N/A	N/A
1	Video	1 st	McDonalds Franchising Business
3	Pre requisites and Complexities of International Strategy.	N/A	N/A
	Strategies for Foreign Market Entry and Penetration,	N/A	
	Growth Strategy,	N/A	N/A
1	Case Study	2 nd	The most common mistakes companies make with global marketing.
3	International Business Integration,	N/A	N/A
	Strategy for Risk and Stability,	N/A	N/A
	Revival Strategies,	N/A	N/A
1	Video	3 rd	
3	Restructuring and Divestment.	N/A	N/A
	Approach to Strategic Formulation: The Traditional approach,	N/A	N/A
1	Open Book Test	4 th	Test
4	Modern Approaches-Gap analysis,	N/A	N/A
	Capital Investment Theory,	N/A	N/A
	ANSOFF, Adaptive Search Approach,	N/A	N/A
	Portfolio Approaches- Boston's Model,	N/A	N/A
	GE-McKinsey Model,	N/A	N/A
1	Case Study	5 th	The use of internet in international marketing
4	Hofer's Model and Shell's Directional Policy Model	N/A	N/A

	Comparative Strategy vis-à-vis Domestic Firms.	N/A	N/A
	Strategy Implementation: Resource Allocation.	N/A	N/A
	Projects and Procedural Issues.	N/A	N/A
	Organisation Structure and Systems in Strategy Implementation,	N/A	N/A
	Leadership and Corporate Culture,	N/A	N/A
1	Case Study	6 th	Managing family business and strategic management at Girdhar
4	Values, Ethics and Social Responsibility.	N/A	N/A
	Operational and Derived functional plans to implement strategy.	N/A	N/A
	Integration of Functional Plans.	N/A	N/A
	Organisational Systems and Techniques of Strategic Evaluation.	N/A	N/A
1	Open Book Test	7	Test
1	Revision	N/A	N/A