

Name of Faculty	Vikas Kumar Tyagi		
Discipline	Management (MBA)		
Semester	Third Semester (III)		
Subject	Corporate Strategy (MBA-301)		
Lectures Required	Topic (Including Assignment/Test)	Practical	Assignment/Test)
3	Course Introduction and overview	N/A	N/A
	The concepts of strategy		
	Business strategies		
	Introduction to business policy		
1	Case Study I- Reliance Industries (Self developed) (First Activity)		
5	Strategic Management	N/A	N/A
	Strategic Management Process		
	Levels of strategies in organization		
	- Corporate level strategies		
	- Business level strategies		
- Functional level strategies			
- Operational level strategies			
1	Case study II: Vermeulen F., (2017) Many Strategies fail because they are not actual strategies. Harvard Business Review (Second Activity)		
5	Strategy vs tactics	GD	WRITING PERSONAL STRATEGIC INTENT
	Strategy vs business policies		
	Company's vision, mission, goals, objectives, strategic intent, strategic fit.		
	- Continue		
	- Continue		
- Continue			
1	Case study III- Dev International; Recruitment Interview of Chief Strategic Officer (Self Developed) (Third Activity)		
8	Types of strategies	GD: BUSINESS IDEA	N/A
	- Continue		
	SWOT analysis		
	- Continue		
	Business environmental analysis		
	Start a firm in INR 5 Lakh. Give detailed convincing analysis in 120 seconds.		
	Business ethics and corporate strategy		
Concept of synergy- Group discussion			
1	Case study IV: Kenny G., (2018) 6 Steps to Make your Strategic Plan Really Strategic. Harvard Business Review. (Fourth Activity)		
8	Strategy Formulation	N/A	N/A
	Strategy Implementation		
	Strategy Evaluation		
	Strategic and operational Control		
	Techniques of evaluation and control		
	Value chain		

1	Design a strategy for a hypothetical firm of your choice. (Fifth Activity)		
7	Competitive advantage	STUDENT'S PRESENTA TION ON BUSINESS MODEL	N/A
	Designing and preparing organizations		
	Structural, behavioral and functional implementation		
	Recent trends in strategic management		
	Role of IT in strategic management		
	Business model/Plan development		