

COURSE TITLE	CORPORATE STRATEGY
COURSE CODE	04MI0201
COURSE CREDITS	3

Course Outcomes: After completion of this course, student will be able to:

- 1 Analyze complex business environments to identify strategic issues and opportunities at the corporate level.
- 2 Evaluate various corporate strategies such as diversification, mergers and acquisitions, and internationalization for their long-term impact.
- 3 Formulate integrated strategies that align with organizational goals, industry dynamics, and global trends.
- 4 Critically assess the ethical, social, and sustainability implications of corporate-level decisions.
- 5 Develop strategic recommendations using tools such as SWOT, PESTEL, portfolio analysis, and value chain frameworks.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Strategic Positioning and Competitive Advantage Strategic intent, stretch, and leverage, Resource-based view and core competencies, Dynamic capabilities and sustainable competitive advantage, Industry analysis and five forces,, Strategic groups and mobility barriers, Blue Ocean Strategy and disruptive innovation	10
2	Corporate-Level Strategy and Portfolio Management: Corporate vs. business-level strategy, Growth strategies: Vertical integration, horizontal expansion, Diversification: Related vs. unrelated, Portfolio analysis: BCG Matrix, GE McKinsey Matrix, Parenting advantage and synergy creation, Restructuring, turnaround strategies	10
3	Global Strategy and Internationalization Drivers and barriers to international expansion, Entry strategies: Exporting, licensing, joint ventures, wholly owned subsidiaries, Global integration vs. local responsiveness, Transnational and multidomestic strategies, Managing global risks and opportunities, Emerging market multinationals	9

Contents : Unit	Topics	Contact Hours
4	Strategy Implementation and Control Strategy–structure alignment Role of leadership and strategic change, Balanced Scorecard and strategic control systems, Managing strategic renewal and transformation, Organizational culture and execution discipline, Strategy communication and stakeholder alignment	8
5	Contemporary Strategic Challenges and Future Outlook : Digital disruption and platform strategy, Corporate strategy in the era of sustainability and ESG Strategic agility and resilience, AI, analytics, and data-driven decision-making, Scenario planning and future forecasting, Corporate governance and boardroom strategy	8
Total Hours		45

Textbook :

- 1 Exploring Corporate Strategy: Text and Cases, Gerry Johnson, Kevan Scholes, and Richard Whittington, Pearson Education , 2024
- 2 Strategic Management and Competitive Advantage: Concepts and Cases , Jay B. Barney and William S. Hesterly, Pearson Education, 2024
- 3 Corporate Strategy, Richard Lynch, Pearson Education, 2024

References:

- 1 Crafting and Executing Strategy: The Quest for Competitive Advantage – Concepts and Cases, Crafting and Executing Strategy: The Quest for Competitive Advantage – Concepts and Cases, Arthur A. Thompson, Margaret A. Peteraf, John E. Gamble, A. J. Strickland III,, McGraw Hill, 2023
- 2 Contemporary Strategy Analysis: Text and Cases , Contemporary Strategy Analysis: Text and Cases , Robert M. Grant, Wiley, 2024

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
0.00	0.00	25.00	25.00	30.00	20.00

Instructional Method:

- 1 CASE STUDY, SEMINAR AND PRESENTATION