

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 :

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

References:

- 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
- 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:

- CASE STUDY, SEMINAR AND PRESENTATION