



STRATEGY AND TECHNOLOGY: A PRACTICAL PRIMER

PROF. C BHAKTAVATSALA RAO

Department of Management Studies

IIT Madras

PRE-REQUISITES : Any graduate degree

INTENDED AUDIENCE : Graduate students

INDUSTRIES APPLICABLE TO : The course will be appreciated by companies and industries that are strategic and technological in their approach. It will be useful for administrative organisations as well.

COURSE OUTLINE :

A study of strategy is essential for professionals to help their enterprises and organisations in developing the vision, mission, and goals, crafting a strategy that can accomplish the goals through execution. In the strategic management process, technology plays a vital role. This course "Strategy and Technology: A Practical Primer" brings together the domains of strategy and technology to create multiple frameworks for enterprise growth and sustainability. The concepts are illustrated through illuminating case examples and where appropriate enduring practical developments are translated into conceptual frameworks. This course will be useful for a broad spectrum of students and working professionals to develop and hone their strategic skills integrating multiples technology insights.

ABOUT INSTRUCTOR :

Prof. C. Bhaktavatsala Rao received his Ph.D. Degree in Industrial Management and M.Tech. Degree in Industrial Engineering from the Indian Institute of Technology Madras, Chennai. He received his B.E. Degree in Mechanical Engineering from Sri Venkateswara University, Tirupati. Dr. C. B. Rao has over 46 years of diversified experience in driving business and organizational growth in reputed world-class Indian companies, including subsidiaries of global MNCs. His expertise and experience covers pharmaceutical and automobile industries as well as other industries. He led multiple value-adding growth initiatives in the companies he was associated with, spanning conceptualization, execution, and development of green-field and brown-field projects. Dr. C. B. Rao's recent formal leadership assignment was as Executive Chairman and Managing Director at Pfizer Healthcare India Private Limited (2010-2015). In 2016, Dr. Rao founded LeaderCrest Academy to share his experience and expertise with professional and academic communities. LeaderCrest is currently into high quality academic publishing. Dr. C. B. Rao serves as Ajit Singhvi Chair Professor in Management Studies at the Indian Institute of Technology Madras, Chennai. He also supports select global and Indian corporations as Senior Advisor and Director on the Boards. Dr. C. B. Rao has contributed over 170 papers in reputed management journals and business forums. He has authored and published nine books on strategy and leadership under the LeaderCrest banner over the last five years. Dr. C. B. Rao's teaching and research interests include competitive strategy, strategic management, business leadership and entrepreneurship, among others.

COURSE PLAN :

Week 1: Structural and Strategic Analysis

Week 2: Strategy Information

Week 3: Strategy Execution

Week 4: Competitive Strategy

Week 5: Buyers, Suppliers and Competitors

Week 6: Structural Analysis and Competitive Strategy

Week 7: Dynamic Strategy Equilibrium

Week 8: Technology and Competitive Strategy

Week 9: Technology as Strategy Driver

Week 10: Technology and Finance

Week 11: Technology and Business

Week 12: Technology Case Studies