



# STRATEGIC MANAGEMENT - THE COMPETITIVE EDGE

## **PROF. R SRINIVASAN**

Department of Management Studies  
IISc Bangalore

**PRE-REQUISITES :** Better if holds Engineering Degree

**INTENDED AUDIENCE :** Engineers, B.E./B Tech, ME/M Tech; Scientists(M Sc/ PhD)

**INDUSTRY SUPPORT :** All industries recognize the course

## **COURSE OUTLINE :**

To assimilate the concepts of Strategic Management and the changes that have taken place in the market, esp. after the process of liberalization initiated by the Govt. of India in 1991. The participants will get an idea of the Basic Concepts, BoD and Corporate Responsibility, Environmental Landscape Analysis, Strategy - formulation, implementation, evaluation & control, Strategic Enablers - R&D, IT, KM, Technology, Strategic risk and other issues

## **ABOUT INSTRUCTOR :**

Prof. R.Srinivasan, Emeritus Professor with the Department of Management Studies, Indian Institute of Science. He holds a doctoral degree in Management (Fellowship Program) from the Indian Institute of Management, Bangalore after basic degree and post-graduate qualification in Engineering. He had his post-doctoral training in the University of Leeds, U.K. He has more than 40 years of experience in both academia and industry, having served in some of the reputed organizations in the country like Tata Consulting Engineers (TCE), Administrative Staff College of India (ASCI) and National Institute for Training in Industrial Engineering (NITIE). He has served on the board of several assisted companies. He is a visiting faculty and examiner in many reputed institutions in the country. He has more than 200 publications in leading international and national journals and has authored 9 Books. He is also a recipient of a number of awards, notably the International Statistical Institute Award (1983) and the Colombo Plan Award (1989). He has the distinction of contributing to Advertising in India in the Reader Advertising Worldwide by Springer International, Germany (2000). He has been invited to serve on the panel to develop International Technology Indicators by the Georgia Institute of Technology, Atlanta, USA, for 2002-04, 2005-2006 and again for 2007-08. His paper on Developing Measures to Assess the Extent of Sustainable Competitive Advantage Provided by Business Process Reengineering was adjudged as the Best Paper in the annual conference of International Academy of Business and Economics (IABE) at Las Vegas, USA, October 2003.

## **COURSE PLAN :**

**Week 1:** Introduction to Strategic Management ;Concept of Corporate Strategy;Strategic Management Process

**Week 2:** Board of Directors - Role and Functions ;Top Management - Role and Skills;Board Functioning - Indian Context

**Week 3:** Environmental Scanning; Industry Analysis;Synthesis of External Factors;External Factors Analysis Summary (EFAS) Internal Scanning;Value Chain Analysis ;Synthesis of Internal Factors;Internal Factors Analysis Summary (IFAS)

**Week 4:** Strategy Formulation;Strategic Factors Analysis Summary (SFAS) Business Strategy;Corporate Strategy Functional Strategy Strategic Choice

**Week 5:** Strategy Implementation Organization Structure ;Corporate Culture ;Diversification;Mergers and Acquisitions

**Week 6:** Evaluation and Control;Strategic Information Systems

**Week 7:** Other Strategic Issues;R&D,IT

**Week 8:** KM, Technology; Strategic Risk and other issues