

Designing Strategic Management MBA Courses/ Management Development Programmes

Sl. No	Topic	15 hrs 12*1.25	30 hrs 24*1.25	45 hrs 36*1.25	60 hrs 48*1.25	
1	Why to study SM	1	2	2	2	1. Do we matter?*
						2. Scooters India Ltd.(A), (B), (C)**
2	Mission Objectives		1	1	2	1. Do we matter
						2. Shilpi & Co.
						3. Growth Bank
						4. UPSTDC**
						5. Time Estimates**
3	Input- Process-Output Stakeholders	1	2	2	2	1. Shilpi & Co.*
						2. Is Small Beautiful (A) & (B)**
4	Strategic Management Process	1	1	2	2	1. Strategic Loss
						2. Scooters India Ltd.(A), (B), (C)
						3. Management CaseTree
						4. Power of A MissedMeal
						5. Power of Interior Design
5	Environment Analysis	1	2	3	4	1. Power of Checklisting
						2. Power of InteriorDesign
						3. Kingfisher Airlines
						4. Adani Enterprises
6	Competitors Analysis		1	2	3	1. Suman Industries
						2. Growth Pharmaceuticals Ltd.
						3. Reliance Industries Ltd
7	Strength/ Weakness Analysis	1	2	4	4	1. Hanumans of India*/Assets or Liabilities
						2. Creating a computer centre for training**
						3. Kick of creativity***/The Experiment
						4. Fun of Case Writing (A) & (B)****
						5. Musical ResearchPaper*(2)
						6. Birth of An Orphan
						7. Shabashi
						8. Reliance Info.ComLtd.

Adapted from Krishna Kumar et.al. Alternate Way of Learning Strategic Management for Working Managers (eBook) pothi.com, 2018, pp.238-239

	Strategic Alternatives	1	2	4	5	1. Is Small Beautiful(F)* 2. Gifts of God 3. Industrial Toxicology Research Centre** 4. Growth Bank*** 5. Birth of an Orphan**** 6. Institute of Information Technology***** 7. Suman Industries***** 8. Vindhya Matsya Vikas Nigam Ltd. 9. To Wind up or to Run
9	Strategy Implementation	1	3	4	6	1. Apollo Hospital Enterprise Ltd.* 2. Fun of Case Writing (A) & (B)** 3. Is Small Beautiful (A),(B), (C), (D), (E), (F)*** 4. First National Bank**** 5. The Experiment***** 6. Rewards Galore 7. Academic Resource Park 8. First Beneficiary of OBC Reservation 9. The Fourth Idiot 10. Scooters India (A),(B), (C)
						11. How to Earn Lifelong Punishment Without Any Fault 12. Research Incentives 13. Mein Kamph (A) & (B) 14. City Montessori School 15. The Two Worlds 16. Mission at Grass Roots
10	Strategic Choice	2	2	2	2	1. Shilpi & Co. 2. Whom Do We Follow? 3. UPSTDC 4. Kingfisher Airlines 5. The Thieves 6. SMF
11	Managing Change	2	3	6	10	1. Punctuality* 2. Time Estimates** 3. Takshila Engg. Corporation Ltd. 4. Fun of Case Writing(B) 5. Mission at GrassRoots 6. The Two Worlds 7. Scooters India Ltd.(D) 8. Pare Tauli Consortium Hospital(A), (B), (C) 9. The Experiment
12	MCS	1	1	2	4	1. VPFC 2. Takshashila Engg. Corporation Ltd 3. Strategic Loss 4. The Mess 5. The Experiment
	Project work		2	2	2	
	Total	12	24	36	48	

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