

Indian Institute of Technology Guwahati
Proposal for a New Course

Course Number & Title: BM515H & Strategic Management	
L-T-P-C: 4-0-0-4	
Type of Letter Grading (Regular Letter Grades / PP or NP Letter Grades): Regular Letter Grades	
Kind of Proposal (New Course / Revision of Existing Course): New Course	
Offered as (Compulsory / Elective): Compulsory	
Offered to: Masters of Business Administration (MBA)	
Offered in (Odd/ Even / Any): Even	
Offered by (Name of Department/ Center): School of Business	
Pre-Requisite: NIL	
Preamble / Objectives (Optional):	
<p>Course Content/ Syllabus (as a single paragraph if it is not containing more than one subject. Sub-topics/ Sections may be separated by commas (,). Topics may be separated by Semi-Colons (;). Chapters may be separated by Full-Stop(.). While starting with broad heading, it may be indicated with Colon symbol before the topics. For example: Multi-variable Calculus: Limits of functions, Continuity,)</p> <p>Strategy: Basic concepts, industry analysis, competitive advantage and competitive strategy, diversification, acquisitions, technology strategy, turnaround strategies; Organizational structure and strategy implementation, strategic leadership and innovation; The balance scorecard; Mission, strategy and process-linkages, blue ocean strategy, operations strategy, strategy for digital transformation.</p>	
Books (In case UG compulsory courses, please give it as "Text books" and "Reference books". Otherwise give it as "References".)	
Texts: (Format: Authors, <i>Book Title in Italics font</i> , Volume/Series, Edition Number, Publisher, Year.)	
1.	M.A. Hitt, R.D. Ireland and R.E. Hoskisson, <i>Strategic Management: A South-Asian Perspective</i> . Cengage Learning. 2016.
2.	A.A. Thompson, M. Peteraf, J.E. Gamble, A.J. Strickland III and T. Joseph, <i>Crafting and Executing Strategy, The Quest for Competitive Advantage: Concepts and Cases</i> , 21 st Edition, McGraw Hill, 2019.
3.	R.M. Grant, <i>Contemporary Strategy analysis: Text and Cases Edition</i> , 9 th Edition, Wiley, 2016.
References: (Format: Authors, <i>Book Title in Italics font</i> , Volume/Series, Edition Number, Publisher, Year.)	
1.	R.M. Grant, <i>Contemporary Strategy analysis</i> , 10 th Edition, Wiley, 2018.
2.	

Detailed Course Content (Optional)		
It will not be included in the Courses of Study Booklet		
Sl. No.	Broad Title / Topics	Number of Lectures
1		
2		
3		
4		
5		