

Corporate Strategy

Topics covered

1. Basics of Planning and Strategic Management
- 2. Strategic Concepts**
3. Strategy – 5 forces
4. Generic Strategy
5. Internal Competences & Resources Core, Distinctive, Strategic & Threshold Competence, Competence vs Capability, Resource Analysis , Value Chain Analysis, Strategic Outsourcing, Core competence and synergy, Distinctive competencies
6. Business Model
7. Competitive Advantage
8. Competitive Advantage – various Strategies
9. Presentations
10. Presentations - Test

Reference Books:

1. Pierce & Robinson, “Strategic Management: Formulation, Implementation & Control”, 9th Ed, Tata McGraw – Hill, N. Delhi
2. David Fred R, “Strategic Management: Concepts & Cases”, 10th Ed, Pearson – Prentice Hall, N. Delhi
3. Thomson, Strickland, Gamble & Jain, “Crafting & Executing Strategy”, 14th Ed, Tata McGraw – Hill, N.Delhi
4. Hit, Ireland, Hoskisson & Manikutty, “Strategic Management: A South – Asian Perspective”, 9th Ed, Cengage Learning, Delhi
5. Pierce & Robinson, “Strategic Management: Formulation, Implementation & Control”, 9th Ed, Tata McGraw – Hill, N. Delhi
6. David Fred R, “Strategic Management: Concepts & Cases”, 10th Ed, Pearson – Prentice Hall, N. Delhi
7. Cherunilam Francis, “Strategic Management: A Book on Business Policy & Corporate Planning”, Himalaya Publishing House, Mumbai, 2008
8. Johnson & Scholes, “Explaining Corporate Strategy”, 6th Ed, Pearson Education, Delhi
9. Kachru Upendra, “Strategic Management: Concepts and Cases”, Excel Books, N. Delhi
10. Barney Jay, “Gaining & Sustaining Competitive Advantage”, 2nd Ed, Prentice – Hall, N.Delhi
11. Patil Ashish, “Mergers & Acquisitions” SAAA Capital Pte. Ltd, Singapore

12. Renee Mauborgue, W. Chan Kim, Blue Ocean Strategy, Harvard Business Review, 2005
13. Gary Hamel, C.K. Prahalad, Competing for the Future, Harvard Business Review, 1994
14. Thomson, Strickland, Gamble & Jain, "Crafting & Executing Strategy", 14th Ed, Tata McGraw – Hill, N.Delhi
11. Nag A, "Strategic Management – Analysis, Implementation & Control", - Vikas Publishing House, 2011
15. Mintzberg Henry, "Strategic Safari", 2009, Prentice - Hall Inc, New York.
16. Grant Robert, "Contemporary Strategic Management", 6th Ed, Wiley India
17. Hit, Ireland, Hoskisson & Manikutty, "Strategic Management: A South – Asian Perspective", 9th Ed, Cengage Learning, Delhi
18. Wheelen & Hunger, "Strategic Management and Business Policy", 8th Ed, Prentice Hall, N.J.
19. Kazmi & Kazmi, "Strategic Management and Business Policy", 4th Ed, Tata McGraw –Hill, N. Delhi
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21. Dess, G. G., Lumpkin, G. T., Eisner, A. B., McNamara, G. 2013. *Strategic Management: Creating Competitive Advantages*, 7th Edition, McGraw-Hill
International Edition, McGraw-Hill/Irwin.
22. Hill, C. W. L. & Jones, G. R. 2008. *Strategic Management: An integrated approach*, 8th Edition, Houghton Mifflin.
23. Bartlett, C. A. and Ghoshal, S. 1994. *Changing the role of top management: Beyond strategy to purpose*. Harvard Business Review. November-
December: 70-88.
24. Bhagat, R. S., Kedia, B. L., Harveston, P. D., & Triandis, H. C. 2002. *Cultural variations in the cross-border transfer of organisational knowledge: An integrative framework*. Academy of Management Review, 27(2): 204-221.
25. Porter, M. E. 1996. *What is strategy?* Harvard Business Review 74 (6):61-78.