**Course Outline:**

**10 Sessions (of 1 hour each) Module On ‘Strategic Management – Strategy Formulation’**

Business Policy as an independent discipline of study;

Discussion on Indian Railways as an Organization. Instructor presentation.

Towards Applied Adm Science:

On “Objectives” and “The hierarchy of objectives”

Concept of strategy

Strategy types:

Evaluating Corporate Strategy

Brief on Different functional strategies: marketing, HR, Production; Finance and R&D Strategy

Conglomerates and Diversified Major;

Structure and systems

Culture, Personality and Strategy

10 perspectives of strategy;

Sir ME Porter on Multi-Point Competition and Prof. Rumelt on Strategy

Dr. Pratima Verma’s PhD Thesis theme 1, 2 and 3; (Thesis Supervisor: Prof. RRK Sharma)

High Technology Strategy

Technology S Curve Part – I and Part – II

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