



STRATEGIC MANAGEMENT FOR COMPETITIVE ADVANTAGE

PROF. SANJIB CHOWDHURY

Vinod Gupta School of Management (VGSoM)
IIT Kharagpur

PRE-REQUISITES : Must be a graduate in science, arts, commerce, engineering or equivalent degree

INTENDED AUDIENCE : Management students (MBA, Ph.D.) and academics, management professionals at various levels; Commerce and HRM students, Industrial and Systems Engineering, and related disciplines.

INDUSTRY SUPPORT : All organizations be it Government or non-Government, profit or non-profit, business or charity, manufacturing or service, utility or IT, military and others need strategic management for long-term planning, growth, efficient operations and survival.

COURSE OUTLINE :

The importance of strategic management cannot be overemphasized in today's business. The course aims to expose participants to conceptual frameworks and various perspectives related to strategic management. The participants would learn to analyze competitive situations, develop strategy, use of various strategic tools and skillsets, and strategy implementation issues that are generally faced in real-life. These include familiarization with organization's internal and external environment analysis, competitor's analysis; crafting strategy including multi-business strategy and international business strategy; implementation and related issues such as resource allocation, organization structure, culture and leadership. The course essentially takes the viewpoints of senior and top management executives with a major focus on the enterprise as a whole, rather than each functional area.

ABOUT INSTRUCTOR :

Prof. Sanjib Chowdhury holds B. Tech., M. Tech., and Ph. D. degrees in Industrial Engineering and Management all from the Indian Institute of Technology, Kharagpur. He has 39 years of work experience including 5 years in academics and 34 years in two major oil companies in India and Kuwait in cross-functional areas of: Strategic and Corporate Planning, Business Performance Improvement, Optimization of operations and processes, Project Management, HR and General Management. He is currently a full time Visiting Faculty at VGSoM, IIT Kharagpur. He is the recipient of Kuwait Gulf Oil Company's Ideal Employee Award, ONGC Chairman's Award, ONGC Director's Award to mention a few. Based on his work experience, he has authored a book titled "Optimization and Business Improvement studies in Upstream Oil and Gas Industry", John Wiley & Sons Inc., New Jersey, USA, August 2016 ; he has also published several technical papers in journals of repute".

COURSE PLAN :

Week 1: Basic concepts of corporate strategy, External Environmental Analysis

Week 2: Competitive Analysis

Week 3: Internal Corporate analysis

Week 4: Strategy Formulation, Strategic Choices

Week 5: Multi-business strategy

Week 6: Strategies for competing in International market

Week 7: Strategy Implementation

Week 8: Strategy Implementation, Organizational culture and Leadership

Week 9: Strategic Evaluation, Monitoring and Control

Week 10: Corporate Governance

Week 11: Corporate Social Responsibility and sustainability

Week 12: Strategic Enablers