



# STRATEGIC MANAGEMENT FOR COMPETITIVE ADVANTAGE

## **PROF. SANJIB CHOWDHURY**

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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 is currently a full-time Visiting Professor at VGSoM, IIT Kharagpur in the areas of 1. Strategic Management, and 2. Operations Management. He has over 40 years of work experience including 6 years in academics and 34 years in two major oil companies in India and Kuwait in the cross-functional areas of: Strategic and Corporate Planning, Business Performance Improvement, Optimization of operations and processes, Project Management, and HR and General Management. 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, and had held several responsible positions in these organizations. Based on his work experience, he has solely authored a book titled "Optimization and Business Improvement studies in Upstream Oil and Gas Industry", published by John Wiley & Sons Inc., New Jersey, USA, Aug 2016. He holds B. Tech. (Hons.), M. Tech., and Ph. D. degrees in Industrial Engineering and Management from the Indian Institute of Technology, Kharagpur, and 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: Innovation and Entrepreneurship, Knowledge Management, Technology Management