

Programme: Master of Business Administration

Semester IV

MBA401-18

CORPORATE STRATEGY

Objective: This course aims to familiarize the students with organization perspective from strategic viewpoint integrating different functional areas of management. The aim is to develop an understanding of how organizational strategies are formulated and implemented in a changing global environment.

Course Outcomes (COs)

Sr. No.	At the end of the course, the student will be able to:
CO1	Understand the concepts of strategic management process and strategic decision making process.
CO2	Discuss various techniques of external as well as internal environmental analysis of business.
CO3	Explain various business level and corporate level strategies for the growth of the business along with their implications.
CO4	Illustrate the issues involved in strategy implementation and the role of leadership, communication and organizational structure in implementation of strategy.
CO5	Develop various functional plans for successful implementation of strategy.
CO6	Understand organisational systems and techniques of strategic evaluation and control.

(Source: IKGPTU Syllabus for Master of Business Administration (Affiliated Colleges), 2021. <https://ptu.ac.in/wp-content/uploads/2022/08/MBA-Upto-4th-Sem.-2021-onwards-affiliated-colleges.pdf>)