

# TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

## Master of Business Administration (MBA)

Scheme and Syllabus (w.e.f. AS 2021-22)

### Strategic Management

Course Code: MS 209

L - 3, Credits - 3

**Objective:** The course is aimed at providing exposure and making the students aware about the role of strategic management in business enterprises and government enterprises.

**Course Outcomes:**

After completion of this course, the learners will be able to:-

<b>CO1:</b>	Understand the integrative model of strategic management process along with role of corporate governance in strategic management.
<b>CO2:</b>	Demonstrate the knowledge in formulating strategies along with identifying the resource endowments specific to the firm & industry.
<b>CO3:</b>	Implement a strategic plan that takes into account the functional areas of business along with procedures in order to achieve organizational goals.
<b>CO4:</b>	Evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences