

MDP 10: CORPORATE STRATEGY FOR GROWTH

Introduction

Managers in today's global and fast changing environment face lot of challenges. They are responsible for achieving tasks of their respective business units. The tasks can be achieved by understanding Mission, Vision, Objective and Goals of the organization. The managers develop strategies for allocation of resources, tactical execution, motivating team members, understanding competitive advantage for successful achievement of task.

Objectives

- Understand context and rationale for origin of strategy for pursuing growth
- Evaluation and redefining Mission, Vision, Objective and Goals
- Understand the driver and consequences of an ever changing business environment (External and Internal environment analysis)
- Understand the basic models used to conduct external and internal analysis
- Understand critical success factors, balance scorecard
- Basic strategic options for growth
- Strategic analysis and choice
- Strategy implementation
- Strategy evaluation and control

Contents

The program will cover the following aspects:

Context and rationale of origin of strategy for growth

- What is strategy
- Origin of strategy
- Strategy as revolution
- Crafting strategies

Evaluation and redefining Mission, Vision, Objective and Goals

- The vision thing
- Creating a sense of mission
- Evaluating mission, vision statement
- Strategic intent

External and Internal environment analysis

- Identification of external and internal forces

Models used to conduct external and internal analysis

- Strength, weakness, opportunity, threat (SWOT) analysis
- Porter's five forces model
- Porter's value chain model
- Porter's diamond model

Critical success factors, balance scorecard

- Core competencies of corporations
- How to develop balance scorecard

Strategic options for growth

- Intensive strategies
- Integration strategies
- Diversification strategies
- Defensive strategies
- Porter's generic strategies

Strategic analysis and choice

- Tools for strategy analysis such as Space matrix, BCG matrix, Internal External matrix
- Strategies that fit emerging markets

Strategy implementation

- Leadership that gets results

Strategy evaluation and control

- Strategy evaluation process

Pedagogy

The program would use a mix of pedagogy such as discussions, case method, presentations etc.

Target participant profile

The program is meant for Micro, Small and Medium enterprise owners, Managers and General Managers of large and medium organization.

Duration: 3 days

Program Director



Dr Neeraj Singhal is an Associate Professor in the area of Strategy and International. He has around 20 years rich experience in industry as well as academia. He is an alumnus of IIM Ahmedabad and IIM Indore. He is an established researcher also who has published in national and international journal of repute.