

Business Strategies & Corporate Planning

Unit 1:

- 1.1 The planning process,
- 1.2 setting of objectives,
- 1.3 vision, mission, goals and target setting,
- 1.4 difference between corporate planning, business planning, strategic planning and functional planning,
- 1.5 definitions of planning, strategy, business policies and others.

Unit 2:

- 2.1 Types of corporate plans
- 2.2 marketing new product, manpower and planned training & development,
- 2.3 financial planning, planning for mergers & acquisitions
- 2.4 planning for turnaround management,
- 2.5 strategic management process.

Unit 3:

- 3.1 Organisation for planning,
- 3.2 organization structure,
- 3.3 interface with different functions,
- 3.4 inter departmental conflicts.

Unit 4:

- 4.1 Management control system

Unit 5:

- 5.1 Strategic tools like
 - SWOT analysis,
 - BCG product portfolio matrix,
 - McKinsey 7-S framework,
 - Porter's model on competitive forces,
 - GE market attractiveness model,
 - Business Process Re-engineering (BPR)
 - other management innovations.

Unit 6:

- 6.1 Strategic alternatives,
- 6.2 Ansoff model of intensification,
- 6.3 integration & diversification,
- 6.4 competitive strategies for market leader, challenger, follower and nichers,
- 6.5 Porter's offensive and defensive strategies,
- 6.6 strategies on mergers & acquisitions,
- 6.7 form of purchase consideration, due diligence,
- 6.8 strategies on turn around management,
- 6.9 definition of sickness, reasons for sickness,
- 6.10 global strategies.

Unit 7:

- 7.1 Creating Indian MNC's,
- 7.2 Competitiveness through business excellence

Unit 8:

8.1 Functional strategies on
R &D.
Manufacturing,
Marketing,
Finance,
HR
other functional areas.

Unit 9:

9.1 Use of Competitive Intelligence (CI),
9.2 Knowledge Management

Unit 10:

10.1 Corporate governance,
10.2 business ethics.