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# GURU NANAK INSTITUTE OF TECHNOLOGY

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Ph: +91-40-6632 3294, 6517 6117, Fax: +91-40-2789 2633

**Campus:** Ibrahimpatnam, R.R. District, Hyderabad-501506, Telangana, India. Ph: (0/95) 8414-20 21 20/21

Date: 22.01.2018

## CIRCULAR

**Skill development program for MBA students starting from 12<sup>th</sup> Feb, 2018 onwards.**

**The HOD and Placements coordinators have to manage the trainings and ensure 95% attendance all through the sessions.**

**All Mentors need to send the compiled feedback report to Dr.B.Madhusudhan Reddy, [hodmba.gnit@gniindia.org](mailto:hodmba.gnit@gniindia.org) daily. Mentors are advised to take care of PNR (Students not participating in training).**

**Agenda:**

**Introduction to LEADERSHIP & STRATEGIC THINKING.**

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## LEADERSHIP & STRATEGIC THINKING

SNO.	TOPIC COVERED	DURATION(in hours)
1	Course Introduction Role of the Leader	3
2	The Leader Vision and Values	3
3	Personality and Preferences	3
4	Decision Making Tools and Techniques	3
5	Group Decision Making & Conflict	3
6	Leadership and Decision Making Dilemmas	3
7	Frame the problem & Diagnose the problem	3
8	Identify solutions & Execute the solution	3
9	Complex Problem Solving' manuscript	3
10	Design a solution analysis	3

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## LEADERSHIP & STRATEGIC THINKING

Sl.No.	Roll No.	Name of the student
1	17831E0001	ABDUL RAHMAN
2	17831E0002	AIENLA T PONGENER
3	17831E0003	AMBATI SAINIKHIL
4	17831E0004	ANURAG SINGH UDAY RAICHUR
5	17831E0005	NARSIMHULU B
6	17831E0006	BANDARU RAKESH
7	17831E0007	DEVIDI VENKATREDDY
8	17831E0008	DHEERAVATH RAJU NAIK
9	17831E0009	E. KIRANGWANGBE KOMP
10	17831E0010	EPURI VAMSHI KRISHNA
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14	17831E0014	HAINASHRI MUCHAHARY
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18	17831E0018	MALLELA AKSHAYA
19	17831E0019	MANDAVA SUMANTH
20	17831E0020	MOAMENLA LEMTOR
21	17831E0021	MD IMRAN KHAN
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24	17831E0024	N POOJITHA
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41	16831E0001	A SAIKRISHNA
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## QUESTION PAPER

Time: 120 Mins

5 x 4 = 20 Marks

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**ALL QUESTIONS CARRY EQUAL MARKS**

**Answer the following**

1. The strategic management process encompasses three phases-strategy formulation, implementation, and evaluation and control. —Discuss.
2. (a) List the Environmental factors that can affect an organisation's Strategy.  
(b) How would you analyse Competitive Environment?
3. (a) Draft a conceptual model for creating a 'strategic plan' for a company.  
(b) What is 'situation audit' in strategic planning?
4. The true nature of marketing today is not serving the customer; it is outwitting & outfitting one's competitors. Briefly explain the four ways this war can be fought.
5. Explain the GE Multifactor Portfolio Matrix with suitable examples.

\*\*\* ALL THE BEST \*\*\*

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S.No	H. T. No.	NAME OF THE STUDENT	MARKS	RESULT
1	17831E0001	ABDUL RAHMAN	16	PASS
2	17831E0002	AIENLA T PONGENER	16	PASS
3	17831E0003	AMBATI SAINIKHIL	15	PASS
4	17831E0004	ANURAG SINGH UDAY RAICHUR	10	PASS
5	17831E0005	NARSIMHULU B	7	FAIL
6	17831E0006	BANDARU RAKESH	16	PASS
7	17831E0007	DEVIDI VENKATREDDY	18	PASS
8	17831E0008	DHEERAVATH RAJU NAIK	17	PASS
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15	17831E0015	KAIJONWANGBOU M	18	PASS
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## Department of Management studies LEADERSHIP & STRATEGIC THINKING Summary

The analyses, decisions, and actions an organization undertakes in order to create and sustain competitive advantages. The essence of strategic management is the study of why some firms outperform others: strategy is all about being different from everyone else.

The four key attributes of Strategic Management are:

- 1) It is directed toward overall organizational goals and objectives;
- 2) It includes multiple stakeholders in decision making;
- 3) It requires incorporating both short-term and long-term perspectives;
- 4) It involves the recognition of trade-offs between effectiveness and efficiency.

### Stakeholders

Individuals, groups, and organizations who have a stake in the success of the organization, including owners (shareholders in a publicly held corporation), employees, customers, suppliers, and the community at large.

### 1.2 The Strategic Management Process

Three ongoing processes that are central to strategic management are analyses, decisions and actions. These three processes, referred to as strategy analysis, formulation and implementation, are highly interdependent.

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DEPARTMENT OF MANAGEMENT STUDIES

This is to certify that Mr/Ms.....K. Madhu.....  
Of .....MBA..... has successfully completed the certification course on  
"LEADERSHIP & STRATEGIC THINKING" from 12/02/2018 to 22/02/2018

Co-Ordinator

R Munwar Basha

MBA-HOD

Dr. B. Madhusudhan Reddy

Principal

Dr. S. Sreenatha Reddy

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