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# GURU NANAK INSTITUTE OF TECHNOLOGY

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

Date: 19.01.2015

## CIRCULAR

**Skill development program for MBA students starting from 02<sup>nd</sup> Feb, 2015 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 Strategic Management.**

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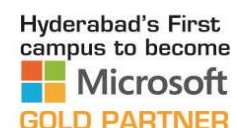
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## Strategic Management

SNO.	TOPIC COVERED	DURATION(in hours)
1	<b>Introduction to Strategic Management</b>	3
2	<b>Mission, Goals and Objectives</b> <b>Company report analysis</b>	3
3	<b>Analyzing the External Environment of the Firm Video – Michael Porter’s Five Forces Model</b>	3
4	<b>Analyzing the Internal Environment of the Firm Kirin Beer: Case Study (not assessed)</b>	3
5	<b>Recognizing a Firm’s Intellectual Assets</b>	3
6	<b>Business Level Strategy</b>	3
7	<b>Competitive Positioning</b>	3
8	<b>The Competitive Strategy of Product Positioning</b>	3
9	<b>Strategic Management of Price Competition</b>	3
10	<b>Competitive Analysis of Marketing Strategies</b>	3

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## Strategic Management

S.NO	R.NO	STUDENT NAME
1	13831E0001	ALIJALA VEERAAIAH
2	13831E0002	ARUPULA SATISH
3	13831E0003	BEJJENKI RAMESH KUMAR
4	13831E0004	BODHAS RAMESH
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29	13831E0031	SANJJANAPU NAGESWARA RAO
30	13831E0032	SHAIK DASTHAGIR



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31	13831E0033	SOMA SURENDAR REDDY
32	13831E0034	THOTA SAI KRISHNA
33	13831E0035	V ANNAPURNA
34	13831E0036	V RAVI KUMAR
35	13831E0038	YALLA GEETHA
36	13831E0039	Y. MANJUNATH REDDY
37	12831E0021	M. SAIKARTHIK
38	14831E0001	AGGI MOUNIKA
39	14831E0002	AMRINDER SINGH
40	14831E0004	B NEERAJA
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57	14831E0022	J RAVI
58	14831E0023	JARUPLA KIRAN NAIK
59	14831E0024	K SOUNDARYA
60	14831E0025	KAIF MOHAMMAD



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61	14831E0026	KAKARLA SAIKUMAR REDDY
62	14831E0028	KATEPALLY PRAVEEN KUMAR
63	14831E0029	KOTOJU LAXMI PRASANNA
64	14831E0030	LINGAMPALLY CHANDANA
65	14831E0031	MADAM ANANTH NAG
66	14831E0032	MAHESWARAM SNEHA
67	14831E0033	MANCHIKATLA BHARATH KUMAR
68	14831E0034	MD AZAZ
69	14831E0035	MD DANISH AHMAD
70	14831E0037	MD KHALID
71	14831E0038	MOGILI V S R S K RAVI TEJA
72	14831E0039	MOOLA SREEKAR
73	14831E0040	MUDDAGOUNI SOWMYA
74	14831E0042	PADAMATI RAJANIKANTH REDDY
75	14831E0043	PAPISHETTI SANDEEP
76	14831E0044	R NAVYA REDDY
77	14831E0045	RESHMA KHATUN
78	14831E0046	RITHIKA Y
79	14831E0051	RUPAL BUNG
80	14831E0052	S CHETAN
81	14831E0053	SAI PRASANNA KULKARNI
82	14831E0054	SAILAJA ANEEPARTHI
83	14831E0051	TAVALAM SARITHA RANI
84	14831E0052	THALLAPALLI PRADEEP
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86	14831E0054	VALOOJU NANDINI
87	14831E0055	VANAM SIRISHA
88	14831E0056	VOLLALA SAMRAT
89	14831E0057	YERUVA GOPALREDDY
90	14831E0058	DASARI SATISH
91	14831E0059	PALEGALLA KIRAN KUMAR
92	14831E0060	MOUNIKA RANI

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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. Write a short note on strategic decision making framework.
2. Distinguish between strategy and tactics.
3. Give an outline of relation between 'Strategy and Customer' in brief.
4. Explain in brief the concept of strategic thinking
5. Establish a relationship between 'Strategic Directions' and 'Vision' of a company.

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

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S.No	H. T. No.	NAME OF THE STUDENT	MARKS	RESULT
1	13831E0001	ALIJALA VEERAIHA	16	PASS
2	13831E0002	ARUPULA SATISH	16	PASS
3	13831E0003	BEJJENKI RAMESH KUMAR	15	PASS
4	13831E0004	BODHAS RAMESH	10	PASS
5	13831E0005	BOODITHA PRASHANTH	7	FAIL
6	13831E0006	CHEDURUPALLY VINOD	16	PASS
7	13831E0007	CHINNOLLA NAVEEN	18	PASS
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## Department of Management studies Strategic Management Summary

**Strategic management is defined as the set of decisions & actions in formulation and implementation of strategies designed to achieve the objectives of an organization. It involves 7 steps.**

**Organizational Mission & Objectives:** They have some specific mission towards which all efforts are directed. Objectives are other factor which determines the Strategy.

**Environmental Analysis:** The organization has to relate itself with the environment it provides opportunities & threats to an organization

**Organizational Analysis:** Evaluates an organization's strength & weakness, it helps to overcome the weakness

**Identification of Strategic Alternatives:** It should be identified the opportunities & threats generated through the environmental & organizational analysis and organizational mission & objectives

**Choice of Strategy:** Identification of various strategic alternatives

**Implementation of Strategy:** It involves various activities like organization structure, effective leadership & information system, functional policies, allocation of resources etc

**Evaluation & control:** It is an ongoing process for future course of action.

**Corporate strategy is basically concerned with the choice of businesses, products and markets of the company's. Nature, scope and concerns of corporate strategy as outlined below: It can be involved and viewed with objectives designed framework strategy of the firm. A strategy designed framework is filling the firm's strategic planning gap. Actually, it is concerned with the different choice of the firm's products and markets. It generally involves the changes/ additions / deletions in the firm's existing product market postures in businesses.**

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DEPARTMENT OF MANAGEMENT STUDIES

This is to certify that Mr/Ms.....*Y. Ritika*.....  
Of .....*MBA*..... has successfully completed the certification course on  
"Strategic Management" from *02/02/2015* to *12/02/2015*..

Co-Ordinator

R Munwar Basha

MBA-HOD

Dr. B. Madhusudhan Reddy

Principal

Dr. S. Sreenatha Reddy

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