

# MBA3007 : Strategy

This course covers the concepts, models, and frameworks for formulating, analyzing, and implementing corporate and organizational strategy. It focuses on the fundamental dimensions of strategy, and how to differentiate between organizational strategy, operations, and tactics. Topics include eliciting corporate values and formulating objectives, analyzing market opportunities and risks, developing long- range strategies, industry analysis, competition, differentiation, and diversification. The course also considers the challenges of managing strategic change, the impact of emerging technologies on business strategy, globalization, and the “triple bottom line” (economic, social, environmental). Extensive case studies are covered in the science, technology, engineering, and management domains to ensure that organizational strategy maps to the current complex global business environment.

**Credits** 3