

### Design of Strategic Management Courses

Sl.No.	Topic	15 hrs 12*1.25	30 hrs 24*1.25	45 hrs 36*1.25	60 hrs 48*1.25	Readings	
Chapter 1							
1	Why to study SM	1	2	2	2	1. Do we matter?*	A
						2. Scooters India Ltd. (A), (B), (C)**	B
Chapter 2							
2	Mission Objectives		1	1	2	1. Time Estimates**	B
						2. SMF (Death of the Orphon)	C
						3. Do we matter	E
						4. Shilpi & Co.	E
						5. Growth Bank	E
						6. UPSTDC**	E
Chapter 3							
3	Input- Process-Output,	1	2	2	2	1. Shilpi & Co.*	A
						2. Is Small Beautiful (A) & (B)**	B
Chapter 3							
4	Strategic Management Process	1	1	2	2	1. Strategic Loss*	A
						2. Management Case Tree	C
						3. Scooters India Ltd. (A), (B), (C)	E
						4. Power of A Missed Meal	E
						5. Power of Interior Design	E
Chapter 4							
5	Environment Analysis	1	2	3	4	2. Power of Interior Design*	A
						3. Kingfisher Airlines	B
						1. Power of Check listing	C
						4. Adani Enterprises	D
Chapter 4							
6	Competitors Analysis		1	2	3	1. Suman Industries	B
						2. Growth Pharmaceuticals Ltd.	C
						3. Reliance Industries Ltd (Live)	D
Chapter 4							
7	Strength/ Weakness Analysis	1	2	4	4	1. Hanumans of India* / Assets or Liabilities	A
						2. Creating a computer centre for training**	B

						<ul style="list-style-type: none"> <li>3. Kick of creativity***/ The Experiment</li> <li>4. Kaiserganj Rail;way Workshop</li> <li>5. Musical Research Paper*(2)</li> <li>6. Fun of Case Writing (A) &amp; (B)****</li> <li>7. Shabashi</li> <li>8. <b>Reliance Info.Com Ltd.</b></li> </ul>	C C E E E E
Chapter 5							
8	Strategic Alternatives	1	2	4	5	<ul style="list-style-type: none"> <li>1. Is Small Beautiful (F)*</li> <li>2. Birth of an Orphan****</li> <li>3. Gifts of God</li> <li>4. To Wind up or to Run</li> <li>5. Growth Bank***</li> <li>5. Adani Enterprises</li> <li>7. Institute of Information Technology*****</li> <li>8. Industrial Toxicology Research Centre**</li> <li>9. Suman Industries*****</li> <li>10. Vindhya Matsya Vikas Nigam Ltd.</li> </ul>	A B C C D E E E E
Chapter 6							
9	Strategic Choice	2	2	2	2	<ul style="list-style-type: none"> <li>1. UPSTDC</li> <li>2. Kingfisher Airlines</li> <li>3. Whom Do We Follow?</li> <li>4. Shilpi &amp; Co.</li> <li>5. The Thieves</li> <li>6. <b>SMF</b></li> </ul>	A A E E E E
Chapter 7-8							
10	Strategy Implementation	1	3	4	6	<ul style="list-style-type: none"> <li>1. Apollo Hospital Enterprise Ltd.*</li> <li>2. Is Small Beautiful (A),(B), (C), (D), (E) ***</li> <li>3. The Experiment*****</li> <li>4. Academic Resource Park</li> <li>5. Rewards Galore</li> <li>6. Fun of Case Writing (A) &amp; (B)**</li> <li>7. First Beneficiary of OBC Reservation</li> <li>8. The Fourth Idiot</li> <li>9. Scooters India (A), (B), (C)</li> </ul>	A B B C D D E E E

						10. Mission at Grass Roots 11. Setting up India's First Small Oxy Gen. Plantt with Cylinder Filling 12. First National Bank***** 13. How to Earn Lifelong Punishment Without Any Fault 14. Research Incentives 15. Mein Kamph (A) & (B) 16. City Montessori School 17. The Two Worlds 18. Mission at Grass Roots	E E E E E E E E
Chapter 7-8							
11	MCS	1	1	2	4	1. VPFC 2. Takshashila Engg. Corporation Ltd 3. The Mess 4. Power of A Missed Meal 5. Strategic Loss 6 . The Experiment	A C D D E E
Chapter 9-12							
12	Managing Change	2	3	6	10	1. Punctuality* 2. Scooters India Ltd. (D) 3. Parc Tauli Consortium Hospital (A), (B), (C) 4. First National Bank***** 5. Mission at Grass Roots 6. Power of A Missed Meal 7. The Fourth Idiot 8. Mein Kamph (A) & (B) 9. How to Earn Lifelong Punishment Without Any Fault 10. Setting up India's First Small Oxy Gen. Plantt with Cylinder Filling 11. Takshila Engg. Corporation Ltd. 12. The Two Worlds	A A B C C C D D D D E E
	Project work		2	2	2		
	Total	12	24	36	48		

### Additional Cases

1	City Montessori School	E
2	First Beneficiary of OBC Reservation	E
3	Industrial Toxicology Research Centre**	E
4	Institute of Information Technology*****	E
5	Musical Research Paper	E
6	Reliance Info.Com Ltd.*	E
7	Research Incentives	E
8	Shabashi	E
9	The Thieves	E
10	The Two Worlds	E
11	Vindhya Matsya Vikas Nigam Ltd.	E
12	Karoon Ka Khazaana	E
13	Popat	E
14	Kaiser Ganj Railway Workshop	E

\* Under Preparation

**The above cases are selected from 100+ Short and Long Cases developed by KK and his colleagues**





KRIS