

- Dr. Dipti Vashisth Sharma : ICT and E resources usage

1. MS Office,

2. Website,

3. Video,

4. G-suite: Google Form, Google sheets

MS Office: Sample PPT of BOM

Introduction to Strategic Management

Strategic Management Process

- ✦ Strategic Inputs: Internal and External Scanning
- ✦ Strategic Actions: Formulation and implementation of strategy
- ✦ Strategic Outcomes: Above, at or below average returns

Introduction to Strategic Management

From Organizational Vision to Tactical Steps

- ✦ Define the Organization:
 - Vision
 - Mission Statement
- ✦ Understand the Operating Environment
 - External Environment (Threats and Opportunities)
 - Internal Conditions (Strengths and Weaknesses)
- ✦ Determine Strategic Alternatives
- ✦ Formulate Strategy (long term)
- ✦ Implement Strategy through Tactics (short term)

Introduction to Strategic Management

The New Competitive Landscape

The Global Economy

- ✦ Movement of goods, services, capital/financing, technology and innovation, information, and people across borders

Introduction to Strategic Management

The New Competitive Landscape

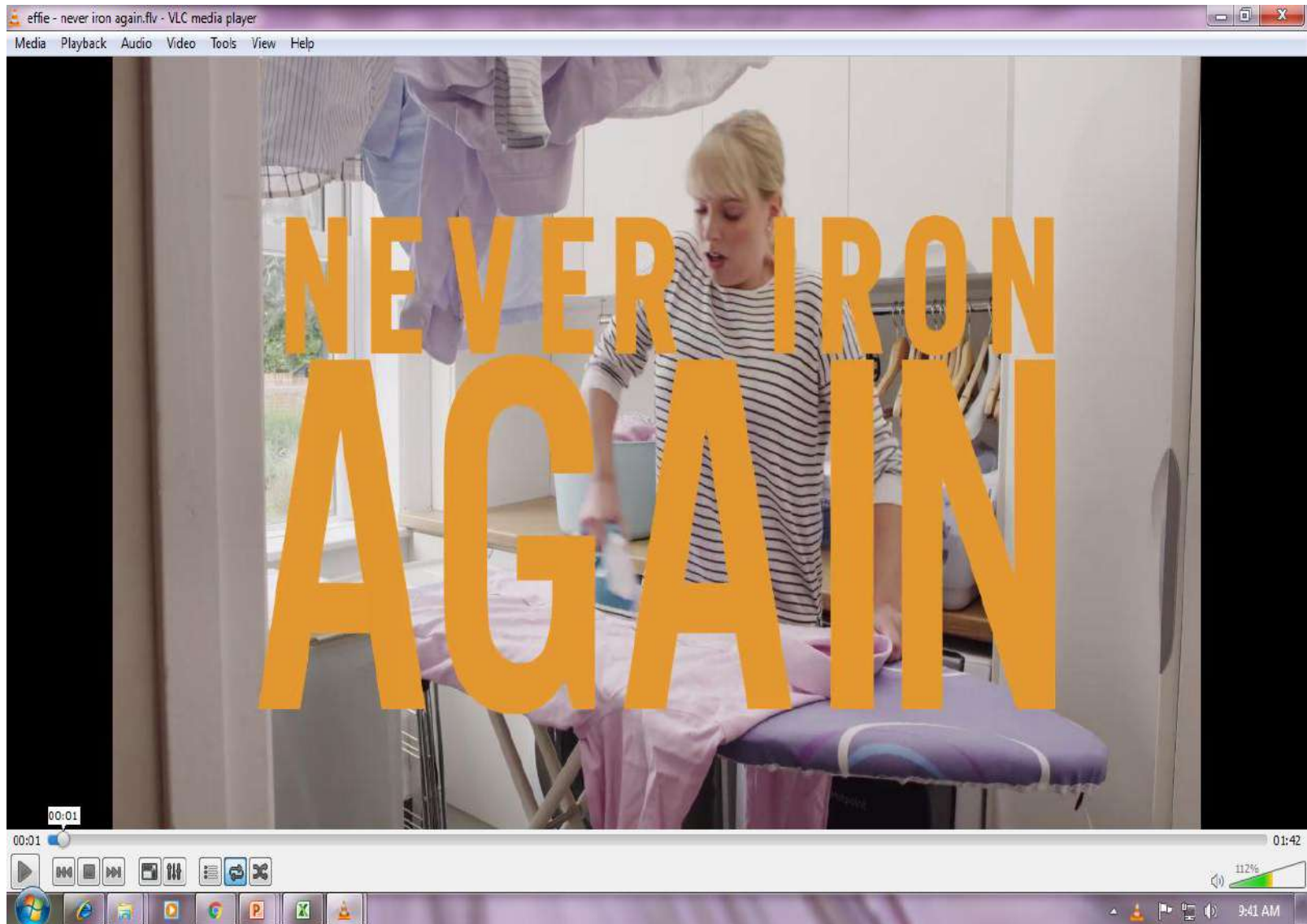
Technology and Technological Change

- ✦ Increasing Rate of Change
- ✦ Increasing Rate of Diffusion
- Competitive Implications
 - ✦ Impact of Technology Convergence.
 - ✦ Application of Nanotechnology.

Example: Websites referred

- www.strategy-train.eu
- www.strategicmanagementinsight.com
- www.strategicmanagementinsight.com/
- www.mindtools.com

Example: Videos referred (Blue Ocean Strategy)



Example: Google Sheets

The screenshot shows a web browser window displaying a Google Forms page. The browser's address bar shows the URL: <https://docs.google.com/forms/d/1rXfbW2DpXh8B0yI7sQOV5UPKQbq-JgXmNR5vADHIEGg/edit>. The form title is "301 - STRATEGIC MANAGEMENT". Below the title, it says "301.SM MCQ Test for MBA II SEM III students". The form includes two required fields: "Email address" and "Roll No.". The "Email address" field has a sub-label "Valid email address" and a link to "Change settings" with the text "This form is collecting email addresses." The "Roll No." field has a sub-label "Short answer text". At the top right of the form, there are tabs for "QUESTIONS" and "RESPONSES" (with a count of 33), and a "Total points: 53" indicator. A "SEND" button is visible in the top right corner of the form area. The background of the form is a collage of office supplies like a notepad, pencil, and coffee cup. The Windows taskbar is visible at the bottom of the screen, showing the time as 9:44 AM.