

SYLLABUS FOR B.E - VI SEMESTER

(Stream based Elective)

Course Title: STRATEGIC MANAGEMENT FOR ENGINEERS

ACADEMIC YEAR 2025-26

Instruction: 2 Hours	SEE: 60	Course code: U23OE610EH
Credits: 3	CIE: 40	Duration of SEE: 3 Hours

COURSE OBJECTIVES	COURSE OUTCOMES
<p>The course will enable the learners to:</p> <ol style="list-style-type: none"> 1. To introduce the fundamentals of strategic management and its relevance to engineering and technology. 2. To develop analytical skills for assessing internal and external business environments. 3. To explore strategic planning, implementation, and performance evaluation in engineering contexts. 4. To understand the role of innovation, competition, and sustainability in strategic decisions. 5. To prepare engineers to contribute to strategic decision-making in technical organizations. 	<p>At the end of the course the learners will be able to: -</p> <ol style="list-style-type: none"> 1. Explain key strategic management concepts and frameworks (e.g., SWOT, PESTEL, Porter's Five Forces). 2. Analyze organizational strengths, weaknesses, opportunities, and threats in engineering-driven firms. 3. Develop strategic plans aligned with technical, operational, and business objectives. 4. Evaluate strategic alternatives in terms of risk, competitiveness, and long-term sustainability. 5. Contribute effectively to strategic discussions in interdisciplinary engineering teams.

Unit-1 : Introduction to Strategic Management :

Strategic Planning, Planning Process, Strategy definition, Establishing Corporate direction, Vision, Mission And Objectives – Strategic Intent – Strategic Management & Process, A Model of Strategy and Elements used in strategic positioning – Strategic choice and Strategic action.

Unit-2 : Environmental Appraisal :

Demographic, Social and Cultural environment, Technological environment, Economic Environment, Political environment- Industry analysis - S W O T Analysis, Porter's Five Forces Model - Value chain Analysis – Core Competencies.

Unit-3 : Strategy Formulation :

Business Level Strategy, Strategy formulation, Situation Analysis, Growth Strategies, Offensive strategies, Defensive strategies, Generic Strategies, Industry Life Cycle Analysis -, Emerging Industries, Maturing Industry, Fragmented Industry, Strategy For Leaders, Challengers, Followers and Niches

N. Manjusree
25/6/25

25/6/25
PROFESSOR & HEAD
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Dr

Unit-4 : Alternative Strategies :

Strategy analysis and Choices, Strategy Alternatives - Creating Value through Intensive Growth strategies- Integration Strategies - Diversification Strategies, Mergers & Acquisitions – Strategic Alliances – Outsourcing Strategies.

Unit-5 : Strategy Implementation and Control :

Forms of Organizational Structures –Evaluation of Organization Structures –Leadership Styles - Corporate Governance - Mechanism for Evaluation - Key Performance Indicators –Difference between Operational and Strategic Controls

Learning resources:-

Prescribed Text Books

Strategic Management – Text and Cases, VSP Rao, 2nd Edition, Excel Publishers

Business Policy and Strategic Management – Text and Cases, P Subba Rao, Himalaya Publishers.

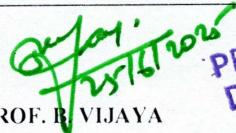
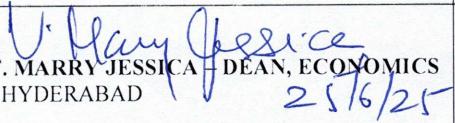
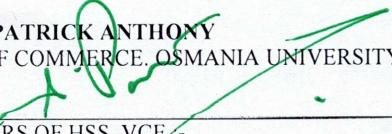
The break-up of CIE: Internal Tests + Assignments + Quizzes

1	No. of Internal tests	:	2	Max. Marks	:	30
2	No. of assignments	:	3	Max. Marks	:	5
3	No. of Quizzes	:	3	Max. Marks	:	5

Duration of Internal Tests : 90 Minutes

Duration for SEE : 180 Minutes

Signatures:-

 Dr. JACQUELINE AMARAL HEAD-HSS CHAIRMAN, BOS, HSS, VCE	 PROF. B. VIJAYA HEAD, DEPARTMENT OF ENGLISH, OSMANIA UNIVERSITY & DIRECTOR, ENGLISH LANGUAGE TEACHING CENTRE (ELTC). OSMANIA UNIVERSITY
 PROF. MARRY JESSICA DEAN, ECONOMICS UOH, HYDERABAD	 PROF. PATRICK ANTHONY DEPT. OF COMMERCE, OSMANIA UNIVERSITY
MEMBERS OF HSS, VCE :- Dr. G. MEENA Dr. K. JHANSI RANI Dr. M. JYOTHI	MEMBERS OF HSS, VCE :- Dr. B. SHEELA RANI SIMON Dr. T. SUNAND EMMANUEL Dr. DNS. BHASKAR