

**Programme: Master of Business Administration**

**Semester IV**

**MBA 946-18**

**STRATEGIC MANAGEMENT OF IT**

**Objective:** The objective of this paper is to acquaint the students with the value of IT in strategic management and its processes. This course is designed to explore an organisation's vision, mission, examine principles, techniques and models of organisational and environmental analysis, discuss the theory and practice of strategy formulation and implementation such as corporate governance and business ethics for the development of effective strategic leadership through the use of IT.

***Course Outcomes (COs)***

<b>Sr. No.</b>	<b>At the end of the course, the student will be able to:</b>
CO1	To develop an understanding of strategic management concepts and techniques and acquire the ability to apply the same in business situations
CO2	Learning how to use IT as a tool to implement business strategies and gain competitive advantage, not merely to support business operations.
CO3	In addition to familiarizing students with new technological changes in management, students are expected to integrate and apply their prior learning to strategic decision making in organisations
CO4	Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.
CO5	Analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective.

(Source: IKGPTU Syllabus for Master of Business Administration (Affiliated Colleges), 2021. <https://ptu.ac.in/wp-content/uploads/2022/08/MBA-Upto-4th-Sem.-2021-onwards-affiliated-colleges.pdf>)