

# Strategic Management and Corporate Governance



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## **Strategic Management and Corporate Governance**

### **Unit I**

Concept of Strategy; Vision Mission, Goals and Objectives; External Environmental Scanning; Analyzing Companies Resource in Competitive Position; Mintzberg's 5Ps of Strategy; Porter's Five Forces Model; Balanced Scorecard; Strategic Management Process. (10 Hours)

### **Unit II**

Analyzing Companies Resource in Competitive Position- Concept of Stretch, Leverage

and Fit; Strategic Analysis and Choice, Diversification Strategies: Creating Corporate Value and the Issue of Relatedness; Structural Considerations and Organizational Design; Leadership and Corporate Culture; Strategy Evaluation; Strategic and Operational Control (12 Hours)

Unit III:

Corporate Governance; Reputation, Competition and Corporate Governance; Corporate Ethics; Corporate Governance and Corporate Social Responsibility; Globalization and Corporate Governance; Models and Mechanisms: Models of Corporate Governance; Mechanisms of Corporate Governance; The US Sarbanes-Oxley Act; Shareholder Rights, equitable Treatment, Responsibilities of Shareholders, Minority Shareholders' Protection (10 Hours)

Unit IV:

Board of Directors: Structure, Independence, Responsibilities and Duties of the Board, Remuneration and Evaluation of the Board, Board Committees; Internal controls and accountability, Independent Directors; Gender Diversity in Corporate Boards; Corporate Governance Codes across the world; Corporate Governance in India: National Committees' Recommendations, Legislative and Regulatory provisions related to Corporate Governance and Corporate Soc

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