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MBCIII - 1 – Strategic Management

Unit III

Programme Educational Objectives

Our program will create graduates who:

- 1. Will be recognized as a creative and an enterprising team leader.*
- 2. Will be a flexible, adaptable and an ethical individual.*
- 3. Will have a holistic approach to problem solving in the dynamic business environment.*

Logistics and Supply Chain Management

Course Outcomes

- CO1-Given the adverse business situation the student manager would be able to develop a strategy to sustain in the said business.
- CO2-Given the values of Critical Success Factors such as Sales, Market Share, ROI of an organization the student manager will be able to compare the same with market and compile the strengths & weakness chart for that organization.
- CO3-Given the vision document of an organization the student manager will be able to justify the role of the vision document in formulating the strategy for that organization.

- CO4-Given the business environment, the student manager will be able to construct the Porter's Five Forces model which is likely to guide formulation of a strategy in given business environment.
- CO5-Given a condition of competitive environment, the student manager will be able to suggest suitable growth Strategy for the firm.
- CO6-Given the reasons for an organization to go global, the student manager will be able to analyze various challenges likely to be faced by an organization while formulating global strategy.



21. Arthur D Little matrix

Lecture-6

	Embryonic	Growth	Mature	Decline
Dominant	Build	Build	Hold	Harvest
Strong	Build	Build	Hold	Harvest
Favourable	Build	Build	Hold	UA-RoI
Tenable	Build	Build	UA-RoI	UA-RoI
Weak	Build	UA-RoI	UA-RoI	UA-RoI

UA-RoI = Unacceptable RoI

ADL Life Cycle Matrix

- ❖ Attempts to include new businesses in new industries
- ❖ The Matrix analyses the business competitive position & stage of industry/ product in life cycle
- ❖ Tenable : Able to be maintained or defended against attack or objection.
- ❖ Dominant: Having power and influence over others

Reference Books

- Strategic Management, Robbins and Pierce II, 12th Edition, Tata Mcgraw Hills.
- Strategic Management, Planning and Implementation, Thompson and Thompson, Francis and Taylor London