

**PTM6 - STRATEGIC MANAGEMENT ANALYSIS  
 (Practical Training Module Level-2)**

**INTRODUCTION:**

This course provides a comprehensive overview of strategic management, guiding learners through the formulation, implementation, and evaluation of business strategies. It introduces essential analytical tools such as SWOT, PESTEL, and Porter’s Five Forces to assess internal and external environments. The course also addresses competitive positioning, global expansion, performance measurement, and modern strategic challenges such as digital disruption and sustainability.

**OBJECTIVE:**

To develop strategic thinking and decision-making skills by equipping learners with tools and frameworks for analyzing, formulating, and implementing business strategies. The course aims to prepare participants to manage organizational change, drive innovation, and

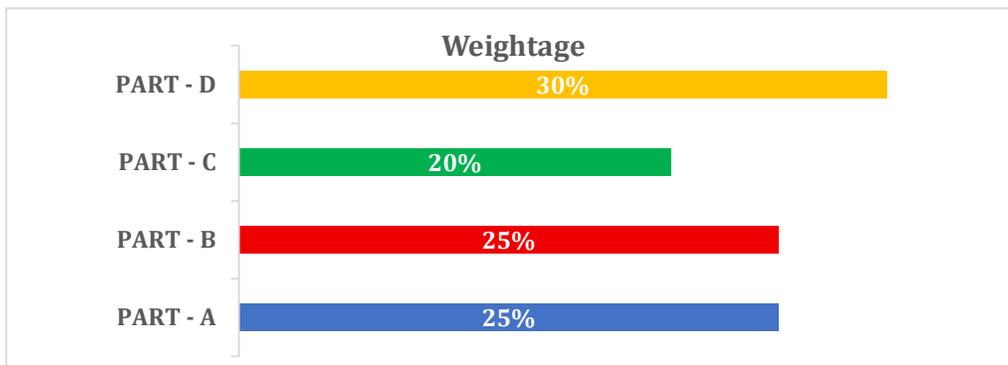
respond effectively to dynamic market challenges and global business environments.

**LEARNING OUTCOMES:**

By the end of this course, participants will be able to:

- Apply strategic analysis tools (SWOT, PESTEL, Five Forces, VRIO) for business planning and evaluation.
- Formulate competitive and growth strategies including cost leadership, differentiation, and global expansion.
- Implement strategies through appropriate structures, leadership alignment, and change management practices.
- Evaluate performance using Balanced Scorecard and manage strategic risks effectively.
- Analyze contemporary challenges such as digital transformation, sustainability, and AI-driven disruption using real-world case studies.

**SYLLABUS CONTENTS**



**PART – A**

**1. Foundations of Strategic Management**

- fundamentals of strategic planning across corporate, business and functional levels.
- Introduces key analytical tools including SWOT for internal/external assessment,
- PESTEL for macro-environment scanning,
- Porter's Five Forces for industry analysis, and VRIO for resource evaluation,
- Explains how to align organizational vision and mission with strategic objectives for cohesive direction.

**PART – B**

**2. Strategy Formulation**

- Competitive strategies like cost leadership and differentiation, along with Blue Ocean strategy for new market creation.
- Discusses corporate growth strategies including mergers, diversification and vertical integration.
- Addresses global expansion considerations such as entry modes and cross-cultural

management challenges in international operations.

**PART – C**

**3. Strategy Implementation & Control**

- Focuses on executing strategy through organizational structure design, leadership alignment and cultural adaptation.
- Covers change management using Kotter's model and resistance mitigation.
- Explains performance measurement using Balanced Scorecard and risk management frameworks for strategic decision-making.

**PART – D**

**4. Contemporary Strategic Challenges**

- Analyzes modern strategic issues including digital transformation and AI's impact on business models.
- Explores sustainability through ESG frameworks and green business practices.
- Features case studies of companies like Tesla, Amazon and Nokia to illustrate strategic successes and failures in dynamic markets.