

Business Strategy and Simulations - JSPM210

Faculty	Dr. Kamalika Chakraborty
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Credit – 3

Course workload

Using the table below, indicate the expected student workload per week for this Course.

Contact Hours (20 for 2 credit course and 30 for 3 credit course)	Group Work/ Supervised Learning Hours	Directed Learning Hours (learning on one's own)	Total Hours (should be not less than three times the contact hours)
30	15	45	90

Learning Outcomes for the Course

1. Differentiate between Strategic and Operational Decisions
2. Evaluate the attractiveness of industries and assess their profit potential.
3. Assess the resources/competencies of the firm and its linkages with competitive advantage.
4. Develop strategies to create and sustain competitive advantage in a particular industry.
5. Understand the shift in Businesses from pipelines to platforms.

Topics Covered

- Introduction to Strategy: Concepts and Characteristics
- Strategic Decision Making: Where and How to Compete
- Levels of Strategy: Operational vs. Strategic Effectiveness
- Understanding the External Environment: Porter's Five Forces Framework
- Competitive Forces Analysis: Industry Structure and Profitability
- Competitive Positioning: Value Chain Analysis and Competitive Advantage
- Resource-Based View of the Firm: VRIO Model and Sustaining Competitive Advantage
- Strategy and Technology: Dynamics of Two-Sided Markets and Network Effects
- Platform Business Models: Competition and Strategies in Platform Businesses
- Entrepreneurial Strategies: Formulating Business Strategy and Market Evaluation

For additional details, visit : <https://jagsom.edu.in/careertrack/>
Meet our faculty: <https://jagsom.edu.in/faculty-directory/>