

ENVIRONMENT, ORGANIZATION AND STRATEGY (EOS)

IIM CALCUTTA

TERM III, AY2012

*Did we do ... what we intended
to do ... ?*

- Format: Session Intent | Organizations/Examples ~|~ Sector(s)
- 1. Introduction to strategy – Two worlds explored, deterrence and innovation + The Business Vision and Mission ~|~ Quick illustrations across the Globe ~|~ Not Applicable
- 2. The Origins of Strategy and Identifying Core Competence ~|~ Reliance Group (Dhirubhai-ji's Time) ~|~ India-Petrochemicals
- 3. Social Embeddedness of the Strategist: Concepts of Institution, Power and Authority + Mintzerg Strategy ~|~ Bangalore Labs & Dosa King ~|~ India-Information Technology & India-Food Retailing
- 4. Mapping the Landscape of Business: Industry Evolution and Analysis ~!~ Swiss, Timex, Seiko, Swatch ~|~ World Watch Industry

5. Mapping the Landscape of Business: Industry Analysis (Strategies of Defence – Porter Bhaiya's 5-Forces Framework) ~|~ Coke's Cola and Pepsi ~|~ Global-Beverages
 6. Managing Innovations and Entrepreneurship in a new Sector ~|~ Banking Services for The Poor in Bangladesh ~|~ South Asia-Micro.Banking
 7. Porter Bhaiya's Generic Strategies ~|~ Banking – ASA, BRAC, Grameen, SafeSave ~|~ South Asia-Micro.Banking
 8. Understanding Business Groups & Leadership Changes ~|~ House of Tata, 1995 ~|~ India-Diversified
 9. Expansion Strategies: Choose amid Vertical Integration, Product Diversification, & Geographical Diversification ~|~ RPG Enterprises ~|~ India-Diversified
 10. Global Integration of Markets and Firm Strategies ~|~R Ranbaxy ~|~ India-Pharmaceuticals
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✓ *THANK YOU JI ... !*

@NOW ... ?

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ram kumar kakani