

MGT-516 Strategy For Successful Business

In this course all functional disciplines are integrated together in an attempt to look at and comprehend the wholesome business picture. The course is designed to give the basic ideas for the how the company as a whole is evolving over time. The senior managers should have good vision to shape up the company's destiny not just by exploiting the emerging opportunities in the surrounding environment, but also creating its own opportunities. When the market is intensely competitive, the managers must be able to run the company based on their wholesome integrated view of the company. This requires a constant monitoring of the company's external and internal-organizational environment to aware of the dynamics of the situation. In the environment of intense competition and rapid technological innovation, it is imperative that managers are fully aware of the dynamics of strategic management and take appropriate & timely actions to adapt with the changing environment and direct the company responsively and proactively. This course focuses on strategy, its formulation & its implementation in organizations.

Text Book

-) HBR's 10 Must Reads on Strategy by Harvard Business Review (Feb 7, 2011)
-) Successful Business Plan: Secrets & Strategies (Successful Business Plan Secrets and Strategies) by Rhonda Abrams and John Doerr (Sep 16, 2010)
-) Business Strategy by Michael Baye (Oct 1, 2009)

1. MGT-514 Quantitative Research Methods

The course provides the 'quantitative perspective'. It covers social survey design and probability sampling, probability statistical testing, and the use of the Statistical Package for the Social Sciences to analyze social data. This course introduces the graduate student to basic methods of empirical inquiry in the social sciences. The overwhelming majority of studies that test hypotheses, empirically fit models, produce predictions, or estimate policy impacts are based upon some form of quantitative or statistical analysis. The course will provide an introductory foundation in statistical inference, enabling the student to become a competent producer of basic statistical research. In addition, the skills acquired will enable the student to become more sophisticated consumer of more advanced research methodologies.

Text Books:

-) Quantitative Research Methods in the Social Sciences by Paul S. Maxim
-) Elementary Statistics in Social Research by Jack Levin and James Alan Fox. Allyn and Bacon. (2006 - 10th Edition)
-) Quantitative Methods in Practise. Davids A. Rochefort (Ed.). CQ Press (2006)