

MS-91 : ADVANCED STRATEGIC MANAGEMENT

BLOCK	UNIT NOs.	UNIT TITLE
I		ISSUES IN CORPORATE MANAGEMENT
	1	Corporate Management : An Overview
	2	Introduction to Corporate Strategy
	3	Corporate Policy
II		CORPORATE GOVERNANCE
	4	Historical Perspective
	5	Top Management and Corporate Governance
	6	Code and Laws for Corporate Governance
III		COMPETITIVE SCENARIOS AND STRATEGY
	7	Strategies for Dynamic and Stable Markets
	8	Strategies for Domestic and Global Markets
	9	Market Structures and Network Externalities
IV		STRATEGIC ENABLERS
	10	IT and Strategy
	11	Technology and R & D
	12	Knowledge Management
	13	Innovation
V		CORPORATE SOCIAL RESPONSIBILITY
	14	Strategy and Social Responsibility
	15	Ethics and Values
	16	Social Audit
	17	Philanthropy as a Strategic Choice