



# STRATEGY AND TECHNOLOGY: A PRACTICAL PRIMER

**PROF. C BHAKTAVATSALA RAO**

Department of Management Studies  
IIT Madras

**TYPE OF COURSE** : New | Core | UG/PG

**COURSE DURATION** : 12 Weeks (24 Jan' 22 - 15 Apr' 22)

**EXAM DATE** : April 24, 2022

**PRE-REQUISITES** : Any graduate degree

**INTENDED AUDIENCE** : Graduate students

**INDUSTRIES APPLICABLE TO** : The course will be appreciated by companies and industries that are strategic and technological in their approach. It will be useful for administrative organisations as well.

**COURSE OUTLINE :**

A study of strategy is essential for professionals to help their enterprises and organisations in developing the vision, mission, and goals, crafting a strategy that can accomplish the goals through execution. In the strategic management process, technology plays a vital role. This course "Strategy and Technology: A Practical Primer" brings together the domains of strategy and technology to create multiple frameworks for enterprise growth and sustainability. The concepts are illustrated through illuminating case examples and where appropriate enduring practical developments are translated into conceptual frameworks. This course will be useful for a broad spectrum of students and working professionals to develop and hone their strategic skills integrating multiples technology insights.

**ABOUT INSTRUCTOR :**

Prof. C. Bhaktavatsala Rao received his Ph.D. Degree in Industrial Management and M.Tech. Degree in Industrial Engineering from the Indian Institute of Technology Madras, Chennai. He received his B.E. Degree in Mechanical Engineering from Sri Venkateswara University, Tirupati. Dr. C. B. Rao has over 46 years of diversified experience in driving business and organizational growth in reputed world-class Indian companies, including subsidiaries of global MNCs. His expertise and experience covers pharmaceutical and automobile industries as well as other industries. He led multiple value-adding growth initiatives in the companies he was associated with, spanning conceptualization, execution, and development of green-field and brown-field projects. Dr. C. B. Rao's recent formal leadership assignment was as Executive Chairman and Managing Director at Pfizer Healthcare India Private Limited (2010-2015).

**COURSE PLAN :**

**Week 1:** Structural and Strategic Analysis

**Week 2:** Strategy Information

**Week 3:** Strategy Execution

**Week 4:** Competitive Strategy

**Week 5:** Buyers, Suppliers and Competitors

**Week 6:** Structural Analysis and Competitive Strategy

**Week 7:** Dynamic Strategy Equilibrium

**Week 8:** Technology and Competitive Strategy

**Week 9:** Technology as Strategy Driver

**Week 10:** Technology and Finance

**Week 11:** Technology and Business

**Week 12:** Technology Case Studies