

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - NOC:Strategy and Technology: A Practical Primer

Subject Co-ordinator - Prof. C Bhaktavatsala Rao

Co-ordinating Institute - IIT - Madras

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

- Lecture 1 - External analysis
- Lecture 2 - Industry evolution
- Lecture 3 - Five forces model
- Lecture 4 - Generic competitive strategies
- Lecture 5 - Position analyses
- Lecture 6 - Competitive Dynamics
- Lecture 7 - Business Portfolio Analysis
- Lecture 8 - Global Strategy
- Lecture 9 - Creative Strategy
- Lecture 10 - Balanced Scorecard
- Lecture 11 - Execution overview
- Lecture 12 - Structure as enabler
- Lecture 13 - Execution
- Lecture 14 - Execution case study
- Lecture 15 - Strategic management
- Lecture 16 - Competitive strategy overview
- Lecture 17 - Economic forces
- Lecture 18 - Liquidity as the sixth force
- Lecture 19 - The six forces model
- Lecture 20 - Strategic groups
- Lecture 21 - Buyer power
- Lecture 22 - Supplier power
- Lecture 23 - Competitive moves
- Lecture 24 - Market signaling
- Lecture 25 - Competitor clusters and analysis
- Lecture 26 - Generic strategies
- Lecture 27 - Structural analysis and competitive strategy
- Lecture 28 - Quality, Cost and value
- Lecture 29 - Differentiation and De-commoditization

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- Lecture 30 - Niche as a core competence
- Lecture 31 - Generic industry environments
- Lecture 32 - Integration, Expansion, and Diversification
- Lecture 33 - Comparators and responders
- Lecture 34 - Strategic balance
- Lecture 35 - Technology and collaboration
- Lecture 36 - Technology strategy
- Lecture 37 - Competition in technology prism
- Lecture 38 - Technological competence
- Lecture 39 - Generic technology strategies
- Lecture 40 - Innovation and generic strategies
- Lecture 41 - Technology and Differentiation
- Lecture 42 - Technology and Followership
- Lecture 43 - Technology in five forces prism
- Lecture 44 - Technology and Patenting
- Lecture 45 - Technology and Change
- Lecture 46 - Customised product design
- Lecture 47 - Technology and functionality
- Lecture 48 - Technological behaviour
- Lecture 49 - Technology and public policy
- Lecture 50 - Technology and transformation
- Lecture 51 - Strategic shifts
- Lecture 52 - Business models
- Lecture 53 - Retro - Futurism
- Lecture 54 - Innovation strategy and process
- Lecture 55 - High technology business companies
- Lecture 56 - Renewables and electric vehicles
- Lecture 57 - Dyson and 3M
- Lecture 58 - GE and DuPont
- Lecture 59 - NVIDIA and Bose
- Lecture 60 - Fitbit and apple
- Lecture 61 - In closing