

## STRATEGIC MANAGEMENT MASTER CLASS HIGHLIGHTS BUSINESS IMPACT OF TECHNOLOGY WITH MR. SRINIVASAN



The MCC Boyd Tandon School of Business hosted an enlightening Master Class by Mr. Srinivasan, an expert in Business and Technology, as part of the academic series for PGDM 2024-2026 on 18th & 19th November. This session provided a solid platform for the concepts of Strategic Management, with adequate emphasis on the practical relevance of strategy in today's competitive environment. Mr. Srinivasan began the discussion with a very basic question, "What is strategy?" that helped the students to think deeply about the core purpose and direction of business decisions. Key concepts unfolded during the session included core competence, competitive advantage, IT governance, organizational leadership, and the wider business impact of information technology.

What differentiated this session was the plethora of practical industry examples that underlined the entrepreneurial spirit propelling successful organisations. Students looked into, through the case of Southwest Airlines, how disciplined cost structures and operational efficiency create a sustainable competitive advantage.

The Celina Insurance Company case further exposed how technology-driven models could be used to scale and keep traditional sectors relevant in a rapidly changing market. Later in the session, students were introduced to the basics of Project Management, including planning of projects, execution, stakeholder coordination, and risk assessment. This part provided a much better understanding of how strategic thinking flows into project implementation and decision-making in an organisation. The session ended with a general question-and-answer session, in which students got an opportunity to directly interact with Mr. Srinivasan and further solidify their understanding of strategy, technology, and business leadership. MCC BTSB continues to create an opportunity for industry-driven learning through such value-creating sessions.