

Scope of Business Strategy & Performance Analysis					
Details of Modules and Content					
Module content and details of sessions					
Dates	Training Activity	Topic Covered	Lecture	Comp. Lab	Total Hrs
Day 1,2,3,4,5	Soft Skills, Business Report Writing Skill & Chart Making	Cygnus corporate presentation	1		1
		Intro. To program & Business Research	0.5		0.5
		Search Skills	1	1	2
		Thumb rules of writing	2		2
		Chart Making	1	4	5
		Article Writing- Minto Pyramid Principle	1.5	4	5.5
		Economist Style guide	1	1	2
		Sub-Total		8	10
Day 6,8,9,10,	Economy Analysis	International economic developments	1	4	5
		Macro economic Framework	1	4	5
		Macro economic indicators	1	3	4
		Economy -Industry Inter-linkage	1	3	4
		Economy Case Discussions	2	2	4
		Report Preparation & Presentation	1	6	7
		Sub-Total		7	22
Day 11,12,15,16	Industry Analysis	Industry Domain Inputs	1	2	4
		Industry Value chain	1	3	5
		Market Segments	1	2	4
		Competition Analysis - Herfindahl Index & Michael Porter Analysis	1	4	5
		Issues and Challenges	1	2	3
		Outlook	1	4	5
		Report Presentation & Presentation		7	6
		Product Template Discussion	2		1
		Report Preparation		6	5
Sub-Total		8	30	38	
Day 17,18,19,20,22	Company Analysis	Company Background, product & Services	1	2	3
		Business model and strategies	2	2	4
		Growth and Value Drivers	1	1	2
		Operating Metrics	1	3	4
		Financial Performance	1	2	3
		Stock market Performance	1	1	2
		Outlook	1	1	2
		Report Preparation	1	16	17
Sub-Total		9	28	37	
Day 23,24,25	Inter firm Comparison	Operational Performance	1	2	3
		Financial Performance	0.5	2	2.5
		Stock market Performance	0.5	1	1.5
		Sub-Total	6	5	11
Day 26,27,28	Product Analysis	Discussion on Product Report Template	1		1
		Assignment Work	2	1	3
		Submission of Report	1	1	2
		Feed back and resubmission of final report	1	2	3
		Correction of Report	1	1	2
		Sub-Total	2	5	7
Day 29 & 30		Viva Voce and certification			
		Total	40	100	140