

Report Guest Lecture

Date: 11th October 2025

Venue: KLT-6, School of Management Studies (SMS)

Time: 9:00 AM – 11:30 AM

Topic: “*Strategic Management*”

Resource Person: Prof. Somonnoy Ghosh, Professor, BIMTECH – NOIDA

Total no of Participant : 20 No

The **School of Management Studies (SMS)** is organizing a **Guest Lecture** on “**Strategic Management**” on **Saturday, 11th October 2025**, from **9:00 AM to 11:30 AM** at **KLT-6, SMS Premises**.

The session will be delivered by **Prof. Somonnoy Ghosh, Professor, BIMTECH – NOIDA**. This lecture is being organized under the initiatives of the **Business Advisory Council (BAC)** and aligns with the vision of positioning the **School of Management Studies (SMS)** as a leading business school in Uttarakhand.

Prof. Somonnoy Ghosh delivered an engaging lecture on “*Strategy as a Living System*”, emphasizing how organizations must continuously adapt to remain aligned in a dynamic and uncertain environment.

Key concepts discussed included:

- **Strategy as a Dynamic Process:** Transition from traditional “plan and execute” models to continuous learning and adaptation.
- **Strategic Drift:** Understanding how organizations lose alignment due to rigid mental models, lagging metrics, and evolving markets.
- **Continuous Monitoring Loop:** The SCAN → SENSE → RESPOND → LEARN framework for real-time strategic responsiveness.
- **Market as a Co-Strategist:** How external forces and customer feedback shape strategic directions.
- **Adaptive Capabilities:** Building sensing, reflexive interpretation, responsive reconfiguration, and institutional learning into organizational culture.

Prof. Ghosh highlighted that “*Strategy is not a destination but a navigation process,*” urging students to view markets as teachers and strategy as a continuous inquiry rather than a fixed plan.

Outcome:

The lecture enriched students’ understanding of strategic management in contemporary business contexts. It offered practical insights into developing adaptive thinking and decision-making skills relevant to future managerial roles.

All **MBA I Year students** attended the session with active engagement during the discussion segment. The session was highly insightful and aligned with SMS’s commitment to integrating real-world business perspectives into academic learning. The School extends sincere gratitude to **Prof. Somonnoy Ghosh** for his valuable contribution.