CASE STUDY

STRATEGIC THINKING & DECISION MAKING IN A DISRUPTIVE WORLD
for SHER-E-KASHMIR UNIVERSITY OF AGRICULTURAL SCIENCES
Our Faculty- Prof Indrajit Lahiri & Dr. Tavleen Kaur

In today's fast-paced and ever-changing business environment, strategic thinking and decision making have become imperative for organizations to thrive amidst disruption. The agriculture industry is undergoing significant disruption due to various factors such as technological advancements, climate change, and shifting consumer preferences. This case study aims to provide insights into strategic thinking and decision-making processes for the practitioners & faculty attendees of **Sher-e Kashmir University of Agricultural Sciences,** necessary to navigate disruption effectively.

[Problem Identification]

Why do some companies succeed, while others fail? As aspiring professionals in the agriculture sector, students are faced with the challenge of understanding and adapting to the dynamic landscape of the industry. They must develop strategic thinking skills and decision-making abilities to address emerging challenges and seize opportunities for innovation and growth. Formulating - and implementing - well thought-out strategies will help create competitive advantage. Agriculture students are tasked with understanding the complexities of the industry, including evolving market dynamics, environmental sustainability, and technological innovations. They must learn how to apply strategic thinking principles and make informed decisions to overcome these challenges and contribute to the future of agriculture.

[Solution & Approach]

Strategic Thinking Approach: Agriculture students are encouraged by our subject matter experts to adopt a forward-thinking approach to strategic planning. This approach effectively adds value to owners and shareholders. They should analyze trends, anticipate changes, and identify opportunities for innovation in areas such as precision agriculture, sustainable farming practices, and value-added products. Students should also consider the socio-economic and environmental impacts of their decisions.

Decision Making Process: Students learnt to make decisions based on data-driven insights, scientific research, and stakeholder inputs. They were made to understand to evaluate risks and benefits, weigh trade-offs, and consider the long-term implications of their choices. Collaboration and communication skills are emphasized, as students often work in interdisciplinary teams to solve complex agricultural problems.

[Program Design]

- Why think Critically ?
- The Rise & Fall on Nokia-
- Critically Thinking Standards & Skill Models

- Six Thinking Hats
- Mental traps reflection
- Decision Making Tools & Cognitive Biases

[Program Objectives]

- Gain insights into strategic thinking and its benefits
- Understanding the obstacles related to strategic thinking, and how to overcome them
- Implement decision-making tools in professional & personal life
- Identify key areas of human behavior for high-performance organizations.

[Pedagogy & Learning Outcomes]

The program was designed with a strong emphasis on experiential learning methodologies, featuring a variety of engaging activities tailored to foster deep experiential understanding. Participants actively engaged in reflective exercises, immersive case studies, dynamic role plays, insightful self-assessments, vibrant discussions, and constructive feedback sessions. This experiential approach provided participants with hands-on learning experiences, facilitating a comprehensive grasp of the subject matter while promoting active participation and skill development.

[Conclusion]

Strategic thinking and decision making are indispensable skills for organizations navigating through disruptive landscapes. By adopting a forward-thinking approach and leveraging data-driven insights, companies can anticipate market trends, seize opportunities, and mitigate risks effectively. The students gained valuable experience in strategic planning, decision making, and entrepreneurship, setting them up for success in their future careers in the agriculture industry. By applying these principles to real-world scenarios, students can develop the critical thinking skills and business acumen necessary to address the challenges and opportunities facing agriculture today and in the future.