

**St. Joseph's College of Commerce**  
**2018-2019 even semester**  
**Module wise lesson plan**  
**C415AR403: STRATEGIC MANAGEMENT**

**Course: BCom ACCA 3<sup>rd</sup> semester**

**Faculty name: Dr. Ritty Francis**

**Objective:** To apply relevant knowledge, skills, and exercise professional judgment in assessing strategic position, determining strategic choice, and implementing strategic choice, and implement strategic action through beneficial business process and structural changes; coordinating knowledge system and information technology and by effectively managing processes, projects and people within financial and other resource constraints.

<b>Unit</b>	<b>Hours Allotted</b>	<b>Topic</b>	<b>Teaching Pedagogy</b>	<b>Skill Development/Evaluation</b>
<b>Module - 1: Strategic Position</b>	<b>8 Hrs</b>	The need for, and purpose of, strategic and business analysis. Environmental issues affecting the strategic position of, and future outlook for, an organization - Competitive forces affecting an organization. marketing and values of goods and services- the internal resources, capabilities and competences of an organization- the expectation of stakeholders and the influence of ethics and culture.	Lecture and Interaction	Case study analysis and discussion
<b>Module - 2: Strategic Choices</b>	<b>10 Hrs</b>	The influence of corporate strategy on an organization - Alternative approaches to achieving competitive advantage	Lecture and Interaction	

		-Alternative directions and methods of development.		Case study analysis and discussion
<b>Module - 3: Strategic Action</b>	<b>12 Hrs</b>	Business change - The role of process change initiatives - Improving the process and process change Initiatives-Improving the processes of the organization - Software solutions	Lecture and Interaction	Case study analysis and discussion
<b>Module - 4: Information Technology</b>	<b>5 Hrs</b>	Principles of information technology - Principles of E-Business - E-Business application: upstream supply chain management - E- business application: customer relationship management.	Lecture and Interaction	Case study analysis and discussion
<b>Module - 5: Project Management</b>	<b>10 Hrs</b>	The nature of project- building a business case- management and leading projects- planning, monitoring and controlling projects- concluding a project.	Lecture and Interaction	Case study analysis and discussion
<b>Module - 6: Financial Analysis</b>	<b>10 Hrs</b>	The link between strategy and finance - finance decisions to formulate and support business strategy- role of cost and management accounting in strategic planning and implementation- financial implications of making strategic choices and of implementing strategic actions.	Lecture and Interaction	Case study analysis and discussion

<b>Module - 7: Strategy and People</b>	<b>5 Hrs</b>	Strategy and people: Leadership- Job design- staff development	Lecture and Interaction	Case study analysis and discussion
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