

St. Joseph's College of Commerce (Autonomous)
#163, Brigade Road, Bangalore - 560 025
LESSON PLAN - VI BBA 5th Semester

Ms. Tina P. Singh

Subject Name: M1 15 MC 604 Strategic Management

Lecture hours: 60

Objective: The course will help students to understand the business environment and the impact of the various macro factors in decision making.

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/ Instructional techniques	Evaluation/ learning confirmation
UNIT I	INTRODUCTION TO BUSINESS POLICY & STRATEGY	10 hours		
1.	Business policy - Importance, purpose, objectives, Company vision, mission.	3	Lecture	Question and Answer
2.	Strategy, need for strategic management, Business Policy Vs Strategy	4	Lecture & Case Study	Question and Answer
3.	Levels of strategic management, strategy formulation and decision making - issues faced	3	Lecture & Case Study	Question and Answer
UNIT II	STRATEGIC INTENT AND ENVIRONMENTAL APPRAISAL	10 hours		
1	Strategic intent -concept	1	Lecture	Question and Answer
2	Business environment- scanning, situation analysis	3	Lecture	Question and Answer
3	Techniques-(External analysis) Porter's model, (Internal analysis) value chain analysis	3	Lecture & Case Study	Case Analysis
4	Critical factors, key factor rating, competitive advantage and core competence	3	Lecture	Question and Answer
UNIT III	STRATEGIC FORMULATION	12 hours		
1	Approaches to strategy formation. Planning and process	2	Lecture	Question and Answer
2	Corporate level strategies, McKinsey's 7S Framework	4	Lecture & Case Study	Case Analysis
3	Business level strategy, Michael E Porter's generic competitive strategies	3	Lecture & Case Study	
4	BCG, DPM, PIMS models	3		
UNIT IV	STRATEGIC ANALYSIS AND CHOICE	12 hours		
1	Gap analysis, process of strategic choice, alternatives, contingency strategies	2	Lecture & Case Study	Case Analysis
2	Selection factors, corporate portfolio analysis, BCG matrix	4	Lecture	Question and Answer
3	GE nine cell matrix, product market evolution matrix, experience curve, directional policy matrix,	3	Lecture	Question and Answer

	life cycle portfolio matrix, grand strategy selection matrix, SWOT analysis			
	Behavioral considerations, culture and strategic leadership, Balanced Score Card	3	Lecture	Question and Answer
UNIT V	STRATEGIC IMPLEMENTATION AND EVALUATION	8 hours		
1	Activating strategy, strategic organization structure, Leadership style and cultural change	3	Lecture through PPT& Case study	Question and Answer
2	Evaluation criteria, process, setting performance standards	3	Lecture through PPT& Case study	MCQs & Case Analysis
3	Techniques for strategic control	2	Lecture & Case study	Case Analysis
UNIT VI	STRATEGIC CONTROL & CSR	8 hours		
1	Strategy control, importance, scope, types	3	Lecture and case study	MCQs & Case analysis
2	Strategic surveillance , relationship between evaluation and control	2	Lecture and case study	Case analysis
3	Social responsibilities for economic growth and sustainability, Triple bottom line and social audit	2	Lecture and case study	Case analysis
4	Ethics and strategy	1	Lecture and case study	Case analysis