

ST. JOSEPH'S COLLEGE OF COMMERCE
(AUTONOMOUS)



LESSON PLAN

2016-2017 EVEN SEMESTER

M1 11 604: STRATEGIC MANAGEMENT
III BBM 6th Semester

PREPARED BY:

Gayatri Sasi Tampi

Unit/ Session/ Hours (Time Required)	Topics For Student Preparation (Input)	Procedure (Process)	Learning Outcome (Output)	Assessment
Module 1. 8 hours	Business Policy- Difference between strategy vs policy, Role of Strategists, Process of Strategic Management,	<ul style="list-style-type: none"> • Lecture • Case Study 	Concepts & skills Strategy and Policy, <ul style="list-style-type: none"> • Role of Strategists, • Challenges faced in Strategic Management and Issues faced in SM 	LEARNING CONFIRMATION - EVALUATION (through tests, projects, assignments etc)
Module 2. 8 Hours	Strategic Intent, Vision Mission, Goals and Objectives, Value Chain Analysis, CSF, Sources and Techniques, Michael Porter Five force Industry Analysis, Key Factor Rating	<ul style="list-style-type: none"> • Lecture • Case Study • Video 	Concept & Skills .Techniques used in Environmental Appraisal, How can a company inhibit the key factor rating	Assignments and Report to be submitted by students
Module 3. 10 Hours	Strategic Planning Process, Retrenchment, MCKinsey 7S Framework, SBU, Porters model of competitive Advantage	<ul style="list-style-type: none"> • Case Study • Video 	MCKinsey 7s Framework, SBU, Strategic Advantage	Research on SBU and competitive Advantage
Module 4. 12 Hours	Process of Strategic Choice, Portfolio Analysis, GAP Analysis, Corporate Portfolio Analysis BCG Matrix, GE Nine cell matrix	<ul style="list-style-type: none"> • Case Study • Video 	Ability to visualize the GAP Analysis, Portfolio Analysis and GE Nine cell Matrix	Research on GAP Analysis
Module 5. 12 Hours	Activating Strategy, Strategic Organizational Structure, Leadership and cultural change, Process Evaluation, Setting Performance standards	<ul style="list-style-type: none"> • Case Study • Video 	The process of Evaluation and Leadership and setting performance standards	Research on Performing standards and leadership cultural change
Module 6. 6 Hours	Strategic control, Relationship between strategic control and evaluation, Types of strategic evaluation	<ul style="list-style-type: none"> • Case Study • Video 	The strategic evaluation and the overview of management control and Key Result Areas	Research on KRA's

Module 7. 4 Hours	Social Responsibility and responsibility of economic growth, social audit, ethics and strategy scope and limitations	<ul style="list-style-type: none"> • Case study • Video 	The Social Audit. Ethics and Strategy and scope of the responsibility leading to economic growth	Research on Social Audit
------------------------------	--	---	--	--------------------------

Step 2- LESSON PLAN PREPARATION HOURLY WISE

Subject Name: Strategic Management

Lecture hours: 60

- **Objective:** To study the concepts of Strategic Management and provide a disciplined approach to future managers for a meaningful business operation .To inculcate theoretical knowledge about strategic management. To expose students to current corporate practices on strategic management

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/ Instructional techniques	Evaluation/ learning confirmation
UNI TI	Introduction to Strategic Management -To provide the students with an understanding of the various Processes in strategic management and thought of strategic formulation, and how can it differentiate with policy	7+1		
1.	Business Policy –Definition and Importance,	1	Lecture	Question and Answer
2.	Purpose of Business Policy, Objectives of Business Policy	1	Lecture	Question and Answer
3.	Meaning of Strategy-Need for Strategic Management, Process of Strategic Management	1	Illustrations	Illustrations
4.	Strategic decision-making, reasons for failure of strategic management	1	Lecture	Question and Answer
5.	Evolution of Strategic Planning – Strategy v/s. Policy – Role of Strategists	1	Lecture	Question and Answer
6.	Levels of Strategic Planning – Schools of Thought on Strategy Formulation	1	Illustrations	Illustrations
7.	Issues Faced in Strategic Planning	1	Illustrations	Illustrations
8.	Case Study and Video	1	Lecture	Question and Answer
UNI TII	Strategic Intent and Environmental Appraisal -To understand the importance of Environmental appraisal and different techniques and resource management in terms of appraisal and Need for Michael porter five force industry analysis and its ratings.	7+1		
1	Strategic Intent-Fit- Vision and Mission – Goals and objectives	1	Lecture	Question and Answer
2	Environment appraisal: The concept of environment, The Company and its environment	1	Illustrations	Illustrations
3	scanning the environment, relating opportunities and resources based on appraisal of the environment	1	Illustrations	Illustrations

	(situation analysis - opportunities and threats analysis).			
4	Sources and Techniques	1	Illustrations	Illustrations
5	External Analysis-Michael Porter's Five Force Industry Analysis	1	Illustrations	Illustrations
6	Value Chain Analysis - Internal Analysis-Critical Success Factors (CSF)	1	Lecture	Question and Answer
7	Key Factor Rating	1	Lecture	Question and Answer
8	Case Study and Video	1	Illustrations	Illustrations
UNIT III	Corporate and Business Level Strategies -to understand the Corporate Restructuring, Stability, Expansion, Retrenchment, Mckinsey Framework, SBU's	9+1		
1	Strategic planning: Strategic planning process	1	Illustrations	Illustrations
2	Strategic plan -Corporate Level Strategies	1	Illustrations	Illustrations
3	Grand strategy - Stability	1	Illustrations	Illustrations
4	Expansion - Retrenchment	1	Illustrations	Illustrations
5	Combination - Corporate Restructuring Strategies.	1	Lecture	Question and Answer
6	McKinsey's 7S framework to analyzes firm's organizational design	1	Lecture	Question and Answer
7	Business level strategy: SBU (strategic business units	1	Lecture	Question and Answer
8	Porters Model of Competitive Advantage	1	Lecture	Question and Answer
9	cost leadership, - Strategic Advantage - decentralization	1	Illustrations	Illustrations
10	Case Study and Videos	1	Activity	Activity
UNIT IV	Strategic Analysis and Choice - to understand the GAP Analysis and selection factors, BCG Matrix would visualize the company performing at different stages.	11+1		
1	Process of Strategic Choice	1	Lecture	Question and Answer
2	Portfolio Analysis, Process of Strategic Choice	1	Lecture	Question and Answer
3	Focusing in strategic initiatives	1	Lecture	Question and Answer
4	GAP Analysis	1	Illustrations	Illustrations
5	Corporate portfolio Analysis	1	Illustrations	Illustrations
6	BCG Matrix and limitations	1	Lecture	Question and Answer
7	GE Nine cell matrix	1	Illustrations	Illustrations
8	SWOT Analysis	1	Illustrations	Illustrations
9	Corporate Level Strategic Analysis	1	Lecture	Question and Answer
10	Contingency Strategies	1	Activity	Activity
11	Horizontal and Vertical Diversifications with case study	1	Activity	Question and Answer

UNI TV	STRATEGIC IMPLEMENTATION AND EVALUATION - to understand the functionality of SBU and linking performance and pay to strategies. Process of evaluation and evaluation of techniques of strategic control	11+1		
1.	Activating Strategy	1	Lecture	Question and Answer
2.	Strategic Organizational Structure	1	Lecture	Question and Answer
3.	SBU and Project Organization	1	Activity	Activity
4.	Matrix Organization	1	Lecture	Question and Answer
5.	New Design Option	1	Lecture	Question and Answer
6.	Leadership style and cultural change	1	Lecture	Question and Answer
7.	Managing Resistance to Change	1	Illustrations	Illustrations
8.	Managing conflict	1	Lecture	Question and Answer
9.	Linking performance to pay	1	Lecture	Question and Answer
10.	Evaluation of criteria of strategies	1	Activity	Activity
11.	Evaluation techniques of strategic control with case study	1	Illustrations	Question and Answer
UNI T VI	STRATEGIC CONTROL: To differentiate the difference between strategic planning and control and to focus on key areas	6	Video	Question and Answer
1.	Strategic Control Meaning and Scope	1	Lecture	Research
2.	Relationship between strategic evaluation and control	1	Lecture	Question and Answer
3.	Operational Control	1	Lecture	Research
4.	Overview of Management Control	1	Lecture	Question and Answer
5.	Types of Strategic Control	1	Lecture	Case Study
6.	Focus on Key Areas	1	Lecture	Case Study
Unit VII	CORPORATE SOCIAL RESPONSIBILITY: Effective learning of CSR and the impact of their inclusive economic growth, Ethics and Strategy and understanding the audit and its significance	4	Lecture	Question and Answer
1	The company and its responsibilities	1	Lecture	Question and Answer
2	Social Responsibility for economic growth	1	Lecture	Question and Answer
3	Ethics and Strategy	1	Lecture	Question and Answer
4	Social Audit with Meaning and scope	1	Lecture	Question and Answer

Probable CIA Dates: 10th December 2016 & 14th January 2017

CIA Evaluation Method:

CIA 1: Divide the class in groups of two and discuss cases from previous question papers for 5 marks

CIA 2: MCQ/ Match the following/ fill in blanks test for 15 marks

Improvement CIA: Presentation of cases in class

Nature of handouts: PPTs from Class Room teaching as Points of reference

Syllabus First Midterm test: First 3 units

Nature of CIA's: Cases references and strategic planning for companies