

**St. Joseph's College of Commerce (Autonomous)**  
**#163, Brigade Road, Bangalore - 560 025**  
**LESSON PLAN - C415MC403**

**GayatriSasiTampi**

**Subject Name: Strategic Management**

**Lecture hours: 60**

Objective: To apply relevant knowledge, skills and exercise professional judgment in assessing strategic position, determining strategic choice and implementing action though beneficial business process and structural changes.

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/ Instructional techniques	Evaluation/ learning confirmation
<b>UNIT I</b>	Strategic position	<b>8 hours</b>		
1.	The need for, and purpose of, strategic and business analysis	2	Lecture	cases
2.	Environmental issues affecting the strategic position of and future outlook, competitive forces	2	Lecture & Case Analysis	Case
3.	Marketing and value of goods	2	Lecture	Discussion
4.	Internal resources, capabilities and competencies of an organization	1	Lecture	Cases
5.	- expectations of stakeholders and the influence of ethics and culture	1	Lecture & Illustrations	Illustrations and Videos
<b>UNIT II</b>	Strategic choices	<b>10 hours</b>		
1	Influence of corporate strategy of an organisation- alternative approaches to achieving competitive advantage - alternative directions and methods of development	3	Lecture	Videos
2	alternative approaches to achieving competitive advantage	4	Case study analyses	Case study
3	alternative directions and methods of development	3	Lecture	Discussion
<b>UNIT III</b>	<b>Strategic Action</b>	<b>12 hours</b>		
1	Business change- improving the process and process change initiatives- improving the process of an organization- software solutions	6	Presentation	MCQs
2	the role of process change initiatives	2	Problem solving	
3	improving the process and process change initiatives	2	Lecture	
4	software solutions	2	Lecture	
<b>UNIT IV</b>	Information tECHNOLOGY	<b>5 hours</b>		

	Principles of Information technology	2	Lecture through PPT & illustrations	Question and Answer
	E Business- principles and application	1	Cases	Cases
	Upstream supply chain management	1	Lecture	Illustrations
	CRM	1	Lecture	Videos
<b>UNi TV</b>	<b>Project Management</b>	<b>10</b>		
1.	Nature of project	3	Lecture	Question and Answer
	Building of a project	3	Activity	Discussion
	Management and leading projects	2	Activity	Discussion
	Planning controlling projects	1	Lecture	Videos
	Concluding projects	1	Lecture	Discussion
<b>UNI TVI</b>	<b>Financial analysis</b>	<b>10 hours</b>		
	Link between strategy and finance	2	Presentation	Presentation
	Financing decisions	3	Discussion	Discussion
	Role of cost and mgt accounting, Financial Implications	5	Lecture	MCQ
<b>Unit 7</b>	Strategy and people: Leadership, Job Design and development	5	Lecture and discussion	