

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

**PREPARATION OF LESSON PLAN**

**COURSE/ SUBJECT OBJECTIVES - Describe the Learning Goals / Objectives**

1. **TIME/HOURS REQUIRED - when and how long**
2. **INPUT - What - CURRICULUM CONTENT**
3. **PROCESS - How/ MANNER/METHODOLOGY**
4. **OUTPUT - Why / PURPOSE/ LEARNING OBJECTIVES**
5. **ASSESSMENT - LEARNING CONFIRMATION - EVALUATION**

**Step 1: PREPARATION OF LESSON PLAN FRAMEWORK (module wise)**

<b>Unit/ Session/ Hours (Time Required)</b>	<b>Topics For Student Preparation (Input)</b>	<b>Procedure (Process)</b>	<b>Learning Outcome (Output)</b>	<b>Assessment</b>
<b>Module 1. 8 hours</b>	Business Policy- Difference between strategy vs policy, Role of Strategists, Process of Strategic Management,	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Case Study</li> </ul>	Concepts & skills Strategy and Policy, <ul style="list-style-type: none"> <li>• Role of Strategists,</li> <li>• Challenges faced in Strategic Management and Issues faced in SM</li> </ul>	<b>LEARNING CONFIRMATION - EVALUATION (through tests, projects, assignments etc)</b>
<b>Module 2. 8 Hours</b>	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"> <li>• Lecture</li> <li>• Case Study</li> <li>• Video</li> </ul>	Concept & Skills .Techniques used in Environmental Appraisal, How can a company inhibit the key factor rating	Assignments and Report to be submitted by students
<b>Module 3. 10 Hours</b>	Strategic Planning Process, Retrenchment,MCKinse	<ul style="list-style-type: none"> <li>• Case Study</li> <li>• Video</li> </ul>	MCKinsey 7s Framework,SBU,Strat egic Advantage	Research on SBU and competitive Advantage

	y 7S Framework,SBU,Porter s model of competitive Advantage			
<b>Module4. 12 Hours</b>	Process of Strategic Choice,Portfolio Analysis,GAP Analysis,Corporate Portfolio AnalysisBCG Matrix,GE Nine cell matrix	<ul style="list-style-type: none"> <li>• Case Study</li> <li>• Video</li> </ul>	Ability to visualize the GAP Analysis, Portfolio Analysis and GE Nine cell Matrix	Research on GAP Analysis
<b>Module 5. 12 Hours</b>	Activating Strategy,Strategic Organizational Structure,Leadership and cultural change,Process Evaluation, Setting Performance standards	<ul style="list-style-type: none"> <li>• Case Study</li> <li>• Video</li> </ul>	The process of Evaluation and Leadership and setting performance standards	Research on Performing standards and leadership cultural change
<b>Module 6. 6 Hours</b>	Strategic control,Relationship between strategic control and evaluation, Types of strategic evaluation	<ul style="list-style-type: none"> <li>• Case Study</li> <li>• Video</li> </ul>	The strategic evaluation and the overview of management control and Key Result Areas	Research on KRA's
<b>Module 7. 4 Hours</b>	Social Responsibility and responsibility of economic growth, social audit, ethics and strategy scope and limitations	<ul style="list-style-type: none"> <li>• Case study</li> <li>• Video</li> </ul>	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
<b>UNIT I</b>	<b>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</b>	<b>7+1</b>		
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
<b>UNIT II</b>	<b>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.</b>	<b>7+1</b>		
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 (situation analysis - opportunities and threats analysis).	1	Illustrations	Illustrations
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	1	Lecture	Question and Answer

	Success Factors (CSF)			
7.	Key Factor Rating	1	Lecture	Question and Answer
8.	Case Study and Video	1	Illustrations	Illustrations
<b>UNIT III</b>	<b>Corporate and Business Level Strategies -to understand the Corporate Restructuring, Stability, Expansion, Retrenchment, Mckinsey Framework, SBU's</b>	<b>9+1</b>		
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
<b>UNIT IV</b>	<b>Strategic Analysis and Choice - to understand the GAP Analysis and selection factors, BCG Matrix would visualize the company performing at different stages.</b>	<b>11+1</b>		
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
<b>UNIT V</b>	<b>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</b>	<b>11+1</b>		
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
UNIT VI	<b>STRATEGIC CONTROL: To differentiate the difference between strategic planning and control and to focus on key areas</b>	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	<b>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</b>	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

## References

1. Budhiraja Athreya: Cases in Strategic Management, Tata McGraw Hill Publications.
2. Jeremy Kourdi : Business Strategy – A Guide to Effective Decision Making the Economist.
3. John A. Pearce II & Richard B. Robinson Jr.: Strategic Management –Strategy Formulation and Implementation.
4. Philip Sadler: Strategic Management, Second Edition, 2005, Kogan Page India Pvt. Ltd. New Delhi.

5. V. S. P. Rao & V. Hari Krishna: Strategic Management – Text and Cases, Excel Books Publication, New Delhi.
6. Strategic Management, Francis Cherunillam, Himalaya Publishing House, Bombay.

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Approved By: