

## LESSON PLAN HOURLY WISE

**Subject Name: P115 AR 401-BUSINESS POLICY AND STRATEGIC MANAGEMENT**

**Lecture hours: 45**

**Objective:** To enable the students to develop an understanding of the basic inputs in making and implementing corporate strategic decisions. To familiarize the students with the issues and practices involved in corporate decisions.

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Pre-Class Activity	Pedagogy (in class)	Out of class assignment
<b>UNIT I</b>	<b>Nature and Scope of Strategic Management</b>	<b>06</b>			
1.	Characteristics, Dimensions – Approaches to Strategic Decision Making	1	Reading of recommended material/ watching videos on selected topics	Lecture, illustrations, discussions	Article Reading and Reflection
2.	Strategic Management Process – Components of Strategic Management Model, -	2	Reading of recommended material/ watching videos on selected topics	Lecture, illustrations, discussions	Watching Video and Reflection

3.	Policy & Strategic Management, Strategic role of Board of Directors and Top Management, Strategic Implications of Social and Ethical Issues .	2	Reading of recommended material/ watching videos on selected topics	Lecture, illustrations, discussions	Case Study Assignment
4.	CIA-Team Presentation	1		Class Presentation- Team 1	
<b>UNITII</b>	<b>Strategy Formulation and Strategic Analysis</b>	<b>10</b>			
1.	Company's Goals, Mission and Social Responsibility, Vision – Objectives, Analysis of Board,	1	Reading of recommended material/ watching videos on selected topics	Lecture, illustrations, discussions	Article Reading and Reflection
2.	Environment -External EnvironmentFactors Economic, Social, Political, Ecological, International, Industrial	3	Reading of recommended material/ watching videos on selected topics	Lecture, illustrations, discussions	Watching Video and Reflection
3.	Competitive Forces and Strategy, Industry Analysis (Michael Porter's Model) Analysis of Strategic advantage,-Resource Audit,	2	Reading of recommended material/ watching videos on selected topics	Lecture and Selected Reading	Question and Answer

4.	Value Chain Analysis, Core Competencies, SWOT Analysis, Analysis of Stakeholders Expectations.	2	Reading of recommended material/ watching videos on selected topics	Lecture and Case Study	Case Study
5.	CIA-Team Presentation	2		Class Presentation- Team 2 & 3	
<b>UNIT III</b>	<b>Strategic Choices/Options</b>	<b>08</b>			
1.	The five generic competitive strategies; Tailoring strategies to fit specific industry and company situations;	2	Reading of recommended material/ watching videos on selected topics	Lecture, illustrations, discussions	Question and Answer
2.	External Growth Strategies – Mergers, Acquisition, Joint Ventures and Strategic Alliance;	2	Reading of recommended material/ watching videos on selected topics	Lecture, illustrations, discussions	Watching Video and Reflection
3.	Competing in foreign markets; Evaluation of Strategic Alternatives , - Product Port Folio Models,	2	Reading of recommended material/ watching videos on selected topics	Lecture, illustrations, discussions	Article Reading and Reflection

4.	CIA-Team Presentation	2		Class Presentation- Team 4 & 5	
	CIA(Module 1,2,3)-Individual Assignment				
<b>UNIT IV</b>	<b>Strategy Implementation</b>	<b>6</b>			
1.	Implementation Issues, Planning and Allocating Resources,	1	Reading of recommended material/ watching videos on selected topics	Lecture, illustrations, discussions	Watching Video and Reflection
2.	Financing Planning, Manpower Planning,	2	Reading of recommended material/ watching videos on selected topics	Lecture, illustrations, discussions	Article Reading and Reflection
3.	Organizational Structures, -Factors affecting choice of structure, Degree of Flexibility and Autonomy	2	Reading of recommended material/ watching videos on selected topics	Lecture, illustrations, discussions	Article Reading and Reflection
4.	CIA-Team Presentation	1		Class Presentation- Team 6	
<b>UNITV</b>	<b>Functional Strategy</b>	<b>10</b>			

1.	i) Marketing Strategy – Nature, Significance, Formulating Marketing Strategy,	2	Reading of recommended material/ watching videos on selected topics	Lecture, illustrations, discussions	Question and Answer
2.	ii) Production Strategy – Need, Formulation of Production of Strategy for an organization.	1	Reading of recommended material/ watching videos on selected topics	Lecture, illustrations, discussions	Watching Video and Reflection
3.	iii) Research and Development (R&D) Strategy – Need, Formulating R and D Strategy	1	Reading of recommended material/ watching videos on selected topics	Lecture, illustrations, discussions	Question and Answer
4.	iv) Human Resource (HR) Strategy – Acquisition of Human Resources, motivation and maintenance of HR	2	Reading of recommended material/ watching videos on selected topics	Lecture and Case Study	Case Study
5	v) Financial Strategy – Need, Financial Objectives, Making Strategic Financial Decisions	1	Reading of recommended material/ watching videos on selected topics	Lecture, illustrations, discussions	Article Reading and Reflection
6	vi) Logistics Strategy	1	Reading of recommended material/ watching	Lecture, illustrations,	Article Reading and Reflection

			videos on selected topics	discussions	
7	CIA-Team Presentation	2		Class Presentation- Team 7,8 &9	
	CIA(Module 4 &5)-Individual Assignment				
<b>UNITVI</b>	<b>Strategic Review</b>	<b>05</b>			
1.	Evaluating the Strategic Performance – Criteria and Problems –Concepts of Corporate Restructuring,	2	Reading of recommended material/ watching videos on selected topics	Lecture, illustrations, discussions	Watching Video and Reflection
2.	Business Process Reengineering, Benchmarking, TQM, Six Sigma	2	Reading of recommended material/ watching videos on selected topics	Lecture, illustrations, discussions	Question and Answer
3.	CIA-Team Presentation	1		Class Presentation- Team 10	

**BOOKS FOR REFERENCE:**

1. Crafting and Executing Strategy by Thompson, Strickland, Gamble and Jain – 14<sup>th</sup> Edition Tata McGraw Hill
2. Strategic Management -Formulation, Implementation and Control By John A Pearce II, Richard B. Robinson Jr. 9th Edition (The Mc-Graw Hill Companies)

3. Management Policy and Strategic Management (Concepts, Skills and Practices) By R. M.Srivastava, Himalaya Publishing House

4. Essence of Strategic Management –By Bowman, Cliff, Prentice Hall N. J.

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Approved By: