

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

Gayatri Sasi Tampi
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 through beneficial business process and structural changes.

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/ Instructional techniques	Evaluation/ learning confirmation
UNIT I	Strategic position	8 hours		
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
UNIT II	Strategic choices	10 hours		
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
UNIT III	Strategic Action	12 hours		
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	
UNIT IV	Information technology	5 hours		
	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
UNIT V	Project Management	10		
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
UNIT VI	Financial analysis	10 hours		
	Link between strategy and finance	2	Presentation	Presentation
	Financing decisions	3	Discussion	Discussion
	Role of cost and mgt accounting, Financial Implications	5	Lecture	MCQ
Unit 7	Strategy and people: Leadership, Job Design and development	5	Lecture and discussion	

Probable CIA Dates: 15th December 2017, 12th January 2018 and 2nd Feb

CIA Evaluation Method:

CIA 1: Test for 10 marks

CIA 2: Presentations, Quiz, Videos and Activities

CIA 3 : Assignment