



Mohamed Sathak - Department of Management Studies (MS-DoMS)

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Validation authority: IQAC

COURSE DELIVERY PLAN

(This document is to be presented to the students during the first week of commencement of classes by the course instructor)

Course Title: Strategic Management	Course Code:
Course Category: Core	Semester: III
Total Duration (Hrs): 60	Credits: 4
Subject Expertise: Prof. Srikant Kapoor Dr. Hemalatha Seeram	

Program Specific Outcomes:

PSO1 – Placement: To develop students with industry specific knowledge & skills added with right attitude towards becoming a successful professional in corporate world and in Public sector units.

PSO 2 - Entrepreneur: To create effective business service owners, with a growth mindset by enhancing their critical thinking, problem solving and decision-making skills.

PSO3 – Research and Development: To instill and grow a mindset that focuses efforts towards inculcating and encouraging the students in the field research and development.

PSO 4 – Contribution to Business World: To produce ethical and innovative business professionals to enhance growth of the business world.

PSO 5 – Contribution to the Society: To work and contribute towards holistic development of society by producing competent MBA professionals.

Program Outcomes:

PO1: Problem Solving Skill: Application of tools & techniques relevant to management theories and practices in analyzing & solving business problems.

PO2: Decision Making Skill: Fostering analytical and critical thinking abilities for data-based decision making.

PO3: Ethical Value: Ability to develop value-based leadership attributes.

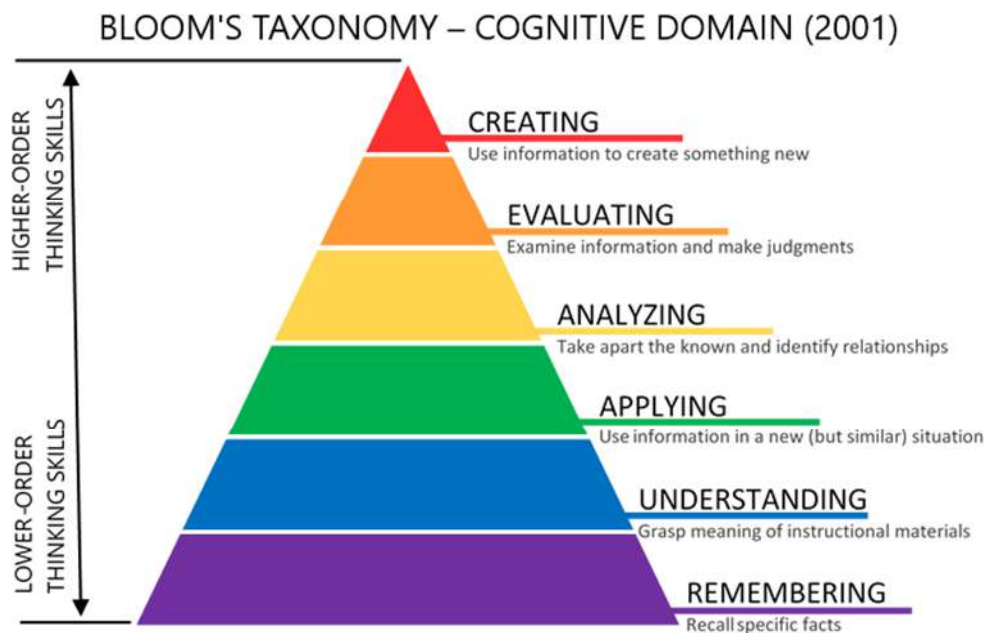
PO4: Communication Skill: Ability to understand, analyze and effectively communicate global, economic, legal and ethical aspects of business.

PO5: Individual and Team Leadership Skill: Ability to be self-motivated in leading & driving a team towards achievement of organizational goals and contributing effectively to establish industrial harmony.

PO6: Employability Skill: Foster and enhance employability skills through relevant industry subject knowledge.

PO7: Entrepreneurial Skill: Equipped with skills and competencies to become a global entrepreneur.

PO8: Contribution to Society: Strive towards becoming a global influencer and motivating future generation towards building a legacy that contributes to overall growth of humankind.



The Bloom's Taxonomy is to be followed in curriculum development, courseware development, planning and delivery of contents, Assessment, Mapping, Data Analysis and

Course Objectives	
C1	To enable the students understand the importance of vision and mission in framing corporate strategy.
C2	To provide insights on how business is responsible socially and ethically.
C3	To highlight on the environmental analysis framework.
C4	To throw light on strategic formulation and strategic choice.
C5	To understand strategic implementation and strategic control.

CQI (Continuous Quality Improvement)

MAPPING OF COs TO POs								
Course Outcomes	On completion of this course, students will;							Program Outcomes
CO1	Be able to frame vision and mission statements.							PO3, PO4, PO7
CO2	Be social and ethically responsible.							PO3, PO8
CO3	Possess insights on making environmental analysis.							PO3, PO8
CO4	Possess knowledge on learning strategic formulation & strategy choice.							PO2, PO5, PO7
CO5	Understand on strategic implementation and control.							PO4, PO5, PO7
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1			S	M			S	
CO2			S					S
CO3			M					S
CO4		M			S			M
CO5				S	S			S
	S-Strong		M-Medium		L-Low			

Reading List		
1.	Strategic Management Journal – Wiley online Library	
2.	Journal of strategy and Management – Emerald Insight	
3.	Mastering Strategic Management – WWW.opentextbooks.org.hk	
4.	Mastering Strategic Management – WWW.saylor.org..	
References Books		
1.	V S P Rao, Strategic Management Text and Cases, 2 nd edition 2013	
2.	Dess, G., Lumpkin, G.T. and Eisner, A., Strategic Management, 8th Edition, Tata McGraw-Hill, 2018.	
3.	Hill, C.W.L. and Jones, G.R., Strategic Management: An Integrated Approach, 9th Edition, Cengage Learning, 2012.	
4.	Kazmi, A., Strategic Management and Business Policy, 15th Edition, Tata McGraw-Hill Education, 2018.	
5.	Pearce II, J., Robinson, R.B. and Mittal, A., Strategic Management: Formulation, Implementation and Control, 12th Edition, McGraw-Hill, 2017	
6.	Wheelen, T.L. and Hunger, D., Strategic Management and Business Policy, 13th Edition, Pearson, 2012.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test – Assignments, Seminars, Attendance and Class Participation	25 Marks
External Evaluation	End Semester Examination	75 Marks
Total		100 Marks
Methods of Assessment		
BTL 1 - Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
BTL 2 - Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
BTL 3 - Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
BTL 4 - Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
BTL 5 - Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
BTL 6 - Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations.	

COURSE DELIVERY PLAN

Period / Session	Session Topic Unit wise	Pertaining CO/CLOs & BTL	Topic Learning Outcome (TLO)	Instructional Methods	Assessment Method for TLO
1	Unit I - Introduction Definition of Strategy & Strategic Management	CO1 & BTL 2	Understand the definition of Strategic Management	Lecture / PPT	Discussion Forums
2	Strategy – Strategic Management Process	CO1 & BTL 2	Comprehended the Importance of Strategic Management	Lecture / PPT	Practice Quiz
3	– Developing a Strategic Vision – Mission- Setting Objectives–	CO1 & BTL 2	Understand the Challenges and Opportunities	Interactive Learning / Caselets	Discussion Forums

4	Strategies and Tactics – Importance of Corporate Strategy	CO1 & BTL 2	Define significance Strategic Management Importance	Interactive Learning / Case Study	Discussion Forums
5	the 7-S Framework- Corporate Governance	CO 1 & BTL4	Critically analyses the Strategic Management 7’S	Interactive Learning	Peer Review
6	-- Board of Directors; Role and Functions – Board Functioning – Top Management	CO 1 & BTL2&3	Recognize and identify Strategic Management functioning	Self -Study	Graded Quiz-Test
7	Top Management- Role & Functions	CO1 & BTL3	Understand the three layers of Strategic Management	Interactive Learning	Practice Quiz
8	_____	_____	=====	_____	Internal Test 1
9	Unit 2:Corporate Policy and Planning in India –	CO1 & BTL4	Critical analysis of Corporate Planning Policy in India	Guest Lecture / Expert Talk / Alumni Talk	Discussion Forums
10	Importance – Corporate Policy	CO2 & BTL3	Understand the importance of Corporate policy in the present business environment	Lecture	Assignment
11	Objectives - Policy Formulation and Development	CO 2 & BTL 2 &3	Understand the Basic Concepts of Policy	PPT	Discussion Forums
12	Types of Business Policies - Implementation of Policies.	CO 2 & BTL 4	Analyze Strategic Management& implementation	Interactive Learning	Practice Quiz
13	Society and Business; Social Responsibility of Business	CO 2 & BTL 3	Define the types of Strategic Management-CSR	Interactive Learning	Graded Quiz-Test
14	– Corporate Governance and Ethical Responsibility–	CO2 & BTL4	Identify with examples of Indian firms	Case Study Discussion	Practice Quiz
15	Corporate Policy and Planning in India: Importance	CO2 & BTL 5	Analyze the Corporate Policy concept	Self - Study	Discussion Forums
16	Characteristics – Objectives - Policy Formulation and Development –	CO2 & BTL 4	Understand the importance of Role of social media	Guest Lecture / Expert Talk / Alumni Talk	Assignment Peer Review

17	Strategic Managements policy development process	CO2 & BTL2	Identify Strategic Managements policy development process	Self - Study	Discussion Forums
18	Types of Business Policies -	-----	----	----	Assignment & Student Presentation
19	Implementation of Policies.	CO3 & BTL 2	Understand the concept of Strategic Management implementation	Lecture	Practice Quiz
20	Society and Business;	CO 3 & BTL4&5	Understand the role of Society and Business	PPT	Discussion Forums
21	Social Responsibility of Business – Corporate Governance	CO 3 & BTL5	Understand Strategic Management- Social responsibility & Corporate Governance	Caselets	Discussion Forums
22	Ethical Responsibility Corporate Policy and Planning in India:	CO 3 & BTL4	Recognize the role of Society and Business	Caselets	Practice Quiz
23	Importance – Corporate Policy and Planning in India:	CO 3 & BTL3	Recognize Strategic Management& Corporate Policy Planning	Interactive Learning / Self - Study	Assignment
23	CA	-----	----	----	Internal II
24	Unit :3 Environmental Analysis:	CO 3 & BTL3	Understand Strategic Management image consistency	Interactive Learning / Self - Study	Discussion Forums
25	Environmental Scanning – Industry Analysis	CO 3 & BTL4	Analyze the current position and review Effectiveness	Interactive Learning	Discussion Forums
26	The Synthesis of External Factors -	CO3 & BTL2	Review the external factor of Strategic Management	Interactive Learning	Graded Quiz-Test
27	Internal Scanning	CO3 & BTL2	Review the internal factor of Strategic Management	Interactive Learning	Graded Quiz-Test
28	Value Chain Analysis	CO4& BTL2	Understand the Strategic Management Value Chain	Lecture	Discussion Forums
29	SWOT Audit – Scenario planning-	CO4& BTL3	Define the SWOT Concept	PPT	Practice Quiz
30	Creating an Industry Matrix.	CO4& BTL2	Understand the importance of Industry Matrix	Interactive Learning	Discussion Forums

31	Unit 4: Strategy Formulation	CO4& BTL3	Explain the concept of Strategic Management Formulation	Case lets	Discussion Forums
32	Analysis: Strategy Formulation –	CO4& BTL4	Analyze the Strategy	Interactive Learning	Assignment Peer Review
33	Strategic Factors Analysis Summary Matrix (SFAS)	CO4& BTL4	Explain SFAS	Caselets	Graded Quiz-Test
34	Portfolio Analysis – Business Strategy-	CO4& BTL4	Explain the performance develop a business portfolio	Expert Talk	Practice Quiz
35	TOWS Matrix– Corporate Strategy –	CO4& BTL5	Define the Strategic Management TOWS Matrix	Self - Study	Discussion Forums
36	Functional Strategy – Strategic Choice –	-----	----	----	Assignment & Student Presentation
37	Generic, Competitive Strategies	CO4& BTL2	Understand Strategic Management - Type of strategies	Lecture	Practice Quiz
38	Unit 5: Strategy Implementation: Strategy	CO4& BTL2	Define how implementation process for for Strategic Management	PPT	Discussion Forums
39	Implementation - Corporate Culture –	CO4& BTL4	Analyze how Strategic Management and Corporate Culture	Interactive Learning	Discussion Forums
40	Matching Organization Structure to Strategy	CO4& BTL3	Understand global Strategic Management Structure to strategies	Interactive Learning	Assignment Peer Review
41	– Mergers and Acquisitions	CO4& BTL3	Recognize global Strategic Management strategies- M& A	Caselets	Graded Quiz-Test
42	Diversification – Strategic Leadership Strategic Control;	CO4& BTL3	Explain diversification Strategic Control	Caselets	Practice Quiz
43	Measurement in Performance- Problem	CO4& BTL2	Understand the Measurement in performance	Expert Talk	Discussion Forums
44	Measurement of Performance: Strategy	CO4& BTL5	Analyze strategic Management, measurement of performance strategy	Self- Study	Assignment Peer Review

45	CIA	-----	----	----	Review & Improvement
46	Audit-Strategic Control Process –	CO4& BTL2	Analyze strategic Management, control process	Lecture	Assignment & Student Presentation
47	Du Pont’s Control Model	CO4& BTL2	Explain Du Pont’s Control model	PPT	Practice Quiz
48	– Balanced Score Card –	CO4& BTL4	Explain Balance Score Card	Interactive Learning	Discussion Forums
49	Michael Porter’s Framework for Strategic Management –	CO4& BTL3	Explain Michael Framework for Strategic Management	Interactive Learning	Discussion Forums
50	Future of Strategic Management –	CO4& BTL3	Understand the future of Strategic Management	Caselets	Assignment Peer Review
51	Strategic Information System	CO4& BTL3	Understand the Strategic Information System	Caselets	Graded Quiz-Test
52	Revision	CO4& BTL2	Unit1	PPT	Practice Quiz
53	Revision	CO 1-4, BTL 4	Unit 1	PPT	Discussion Forums
54	Revision	CO 1-4, BTL 4	Unit2	PPT	Discussion Forums
55	Revision	CO 1-4, BTL 4	Unit3	PPT	Discussion Forums
56	Revision	CO 1-4, BTL 4	Unit 3	PPT	Discussion Forums
57	Revision	CO 1-4, BTL 4	Unit4	PPT	Discussion Forums
58	Revision	CO 1-4, BTL 4	Unit4	PPT	Discussion Forums
59	Revision	CO 1-4, BTL 4	Unit 5	PPT	Discussion Forums
60	CIA	-----	----	----	Review & Improvement

Model Examination

COURSE ASSESSMENT PLAN

Continuous Internal Assessment (CIA)	Learning Outcome for Assessment	CO/CLOs	Assessment Method / Activity	Corrective Action	Duration (Hrs)	Weightage
Unit I	Be able to frame vision and mission statements.	CO1	Internal I	Assignment & Peer Review	1.5	15%
Unit II	Be social and ethically responsible.	CO2	Discussion Forums & Practice Quiz	Assignment & Peer Review	1	10%
Unit III	Possess insights on making environmental analysis.	CO3	Internal II	Assignment & Peer Review	1.5	15%
Unit IV	Possess knowledge on learning strategic formulation & strategy choice.	CO4	Discussion Forums & Practice Quiz	Assignment & Peer Review	1	10%
Unit V	Understand on strategic implementation and control.	CO5	Model Exam	Assignment & Peer Review	3	50%
Internal Marks – 25 (20 CIA + 5 Attendance)						

FACULTY SIGNATURE

Head -DoMS

Head - IQAC