

## OBE based Teaching Lesson Plan 2019-20

**Program: M.Com.(REGULAR)**

**Course Name: BUSINESS POLICY AND STRATEGIC MANAGEMENT**

**Course Code: P115 AR 401**

**Semester: IV Semester**

**Lecture hours: 60 Hours**

**Faculty in-charge: Dr Soney Mathews**

<b>Course Outcome No.</b>	<b>Course Outcomes</b>	<b>T level Indicator</b>
CO1	Illustrate the steps involved in Strategic Management Process from the perspective of Top Management and Board of Directors.	T4
CO2	Examine the relationship between Long term behaviour of variables of external environment and strategic analysis of stakeholders' expectations and Strategy formulations.	T4
CO3	Evaluate the implications of five generic strategies from the performance of Business firm that have adopted.	T6
CO4	Describe a plan for allocation of necessary resources and choice of Organisation structure to carry out implementation of Strategy.	T2
CO5	Evaluate the implication and applicability of functional strategy in the context of corporate strategy.	T6
CO6	Evaluate the Strategic performance and its applicability of Corporate Restructuring, Business Cost Reengineering, Benchmarking, TQM, and Six Sigma in achieving desired strategic performance.	T6

<b>Module No. &amp; Topics Covered</b>	<b>Course Outcome No.</b>	<b>No. of Lecture Hours</b>	<b>Pre-Class Activity</b>	<b>Instructional techniques</b>	<b>Assessment</b>	<b>T level</b>
<b>Module 1:</b>	CO1	10 Hrs	Reading of recommende	Lecture, illustrations,	Discussion, Questions &	T4

<p><b>Nature and Scope of Strategic Management:-</b> Characteristics, Dimensions – Approaches to Strategic Decision Making, Strategic Management Process – Components of Strategic Management Model, - Policy &amp; Strategic Management, Strategic role of Board of Directors and Top Management, Strategic Implications of Social and Ethical Issues.</p>			<p>d material/Article/ watching videos on selected topics</p>	<p>discussions</p>	<p>Answers</p>	
<p><b>Module 2:</b></p> <p><b>Strategy Formulation and Strategic Analysis-</b> Company's Goals, Mission and Social Responsibility, Vision – Objectives Analysis of Board Environment – External Environment Factors Economic, Social, Political, Ecological, International, Industrial – Competitive Forces and Strategy, Industry Analysis (Michael Porter's Model) Analysis of Strategic advantage, - Resource Audit, Value Chain Analysis, Core Competencies, SWOT Analysis, Analysis of Stakeholders Expectations.</p>	<p>CO2</p>	<p>10 Hrs</p>	<p>Reading of recommended material/Article/ watching videos on selected topics</p>	<p>Lecture, illustrations, discussions</p>	<p>Case study analysis and discussion</p>	<p>T4</p>
<p><b>Module 3:</b></p> <p><b>Strategic Choices/Options-</b> The five generic competitive strategies; Tailoring strategies to fit specific industry and company</p>	<p>CO3</p>	<p>10 Hrs</p>	<p>Reading of recommended material/Article/ watching videos on selected topics</p>	<p>Lecture, illustrations, discussions</p>	<p>Assignment and Presentation</p>	<p>T6</p>

situations; External Growth Strategies – Mergers, Acquisition, Joint Ventures and Strategic Alliance; Competing in foreign markets; Evaluation of Strategic Alternatives, - Product Port Folio Models,						
<b>Module 4:</b> <b>Strategy Implementation-</b> Implementation Issues, Planning and Allocating Resources, – Financing Planning, Manpower Planning, Organizational Structures, -Factors affecting choice of structure, Degree of Flexibility and Autonomy.	CO4	10 Hrs	Reading of recommended material/Article/ watching videos on selected topics	Lecture, illustrations, discussions	Assignment and Presentation	T2
<b>Module 5:</b> <b>Functional Strategy-</b> i) Marketing Strategy – Nature, Significance, Formulating Marketing Strategy, ii) Production Strategy – Need, Formulation of Production of Strategy for an organization. iii) Research and Development (R&D) Strategy –Need, Formulating R and D Strategy iv) Human Resource (HR) Strategy – Acquisition of Human Resources, motivation and maintenance of HR v) Financial Strategy – Need, Financial Objectives, Making Strategic Financial Decisions vi) Logistics Strategy	CO5	10 Hrs	Reading of recommended material/Article/ watching videos on selected topics	Lecture, illustrations, discussions	Assignment	T6

<b>Module 6:</b>  <b>Strategic Review-</b> Evaluating the Strategic Performance – Criteria and Problems –Concepts of Corporate Restructuring, Business Process Reengineering, Benchmarking, TQM, Six Sigma	CO5	10 Hrs	Reading of recommende d material/Arti cle/ watching videos on selected topics	Lecture, illustrations, discussions	Online quiz and case study	T6
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### Continuous Internal Assessment

- Power point presentation in class on the given topic.
- Case study analysis
- Annual report summary and reflective analysis
- Class test

### 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.*

**Approved by:**