

OBE based Teaching Lesson Plan 2019-20

Program: B.Com (International Accounting and Finance)

Course Name: STRATEGIC MANAGEMENT

Course Code: C4 15AR403:

Semester: IV

Lecture hours: 60

Faculty in-charge: Dr. Shivakami Rajan

Course Outcome No.	Course Outcomes	T level Indicator
CO1.	Assess the factors of external and internal environmental affecting the strategic position of an organization	T6
CO2.	Evaluate the strategic choices available to an organization.	T6
CO3.	Examine the implications of Business change and process change as part of strategic implementation	T3
CO4.	Evaluate the applicability and implications information technology in the context of E business, supply chain management and Customer Relationship Management	T3
CO5.	Illustrate the stages involved in the Project Management process	T4
CO6.	Justify the financial implications of strategic choices and of implementation of strategic actions	T6
CO7	Integrate the role of people in strategic management	T5

Module No. & Topics Covered	Course Outcome No.	No. of Lecture Hours	Pre-Class Activity	Instructional techniques	Assessment	T level
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<p>MODULE 1 Strategic Position The need for, and purpose of, strategic and business analysis – Environmental issues affecting the strategic position of, and future outlook for, an organization - Competitive forces affecting an organization – Marketing and the values of goods and services – The internal resources, capabilities and competences of an organization – the expectation of stakeholders and the influence of ethics and culture.</p>	CO1	8	nil	Lecture & Discussion	Online	T6
<p>MODULE 2 Strategic Choices The influence of corporate strategy on an organization – Alternative approaches to achieving competitive advantage – Alternative directions and methods of development,</p>	CO2	10	nil	Lecture	Case Study -ERP	T6
<p>MODULE 3 Strategic Action Business change – The role of process change initiatives – Improving the process and process change initiatives – Improving the</p>	CO3	12	nil	Case Studies and Discussion	Online	T3

processes of the organization – Software solutions						
MODULE 4 Information Technology Principles of information technology - Principles of E-Business – E-Business application: upstream supply chain management – E-Business application: customer relationship management.	CO4	5	nil	Lecture	ERP	T3
MODULE 5 Project Management The nature of project – Building a business case – Management and leading projects – Planning, monitoring and controlling projects – Concluding a project.	CO5	10	nil	Lecture and Case Studies	Written	T4
MODULE 6 Financial Analysis The link between strategy and finance – Finance decisions to formulate and support business strategy – Role of cost and management accounting in strategic planning and implementation – Financial	CO6	19	nil	Case Studies	ERP	T6

implications of making strategic choices and of implementing strategic actions.						
MODULE 7 Strategy and People Strategy and People: Leadership – Job design – Staff development.	CO7	5	nil	Lecture	MCQ	T5

Continuous Internal Assessment –

- Power point presentation in class on the given topic.
- Class test

Books for Reference:

- ACCA STUDY MATERIAL 2016 OF KAPLAN, BPP and BECKERS.
- AzharKazmi: Strategic Management & Business Policy, Tata McGraw Hill
- Fred R David: Strategic Management Concept & Cases, Pearson Education
- Appannaiah, Reddy &Rmanath: Strategic Management, Himalaya Publishing House
- R Srinivasan: Strategic Management, PHI.

Approved by: Dr.Shivakami Rajan