

## OBE based Teaching Lesson Plan 2020-21

**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**

<b>Course Outcome No.</b>	<b>Course Outcomes</b>	<b>T level Indicator</b>
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

<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>
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<b>MODULE 1 Strategic Position</b>	<b>CO1</b>	<b>8</b>	<b>nil</b>	<b>Lecture &amp; Discussion</b>	<b>Online</b>	<b>T6</b>
<b>MODULE 2 Strategic Choices</b>	<b>CO2</b>	<b>10</b>	<b>nil</b>	<b>Lecture</b>	<b>Case Study -ERP</b>	<b>T6</b>
<b>MODULE 3 Strategic Action</b>	<b>CO3</b>	<b>12</b>	<b>nil</b>	<b>Case Studies and Discussion</b>	<b>Online</b>	<b>T3</b>
<b>MODULE 4 Information Technology</b>	<b>CO4</b>	<b>5</b>	<b>nil</b>	<b>Lecture</b>	<b>ERP</b>	<b>T3</b>
<b>MODULE 5 Project Management</b>	<b>CO5</b>	<b>10</b>	<b>nil</b>	<b>Lecture and Case Studies</b>	<b>Written</b>	<b>T4</b>
<b>MODULE 6 Financial Analysis</b>	<b>CO6</b>	<b>19</b>	<b>nil</b>	<b>Case Studies</b>	<b>ERP</b>	<b>T6</b>
<b>MODULE 7 Strategy and People</b>	<b>CO7</b>	<b>5</b>	<b>nil</b>	<b>Lecture</b>	<b>MCQ</b>	<b>T5</b>

**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**