

### Course Plan

<b>Course Title:</b> Strategic Management	<b>Course Code:</b> 21LBLH107
<b>Programme:</b> BBA LLB	<b>Semester:</b> IIInd Sem
<b>Credits:</b> 4	<b>L-T-P:</b> 3-1-0
<b>ISA Marks:</b> 50 marks	<b>ESA Marks:</b> 50 marks
<b>Course Teacher:</b> Ms. Deepali V Hiremath and Jayanth Kashyap	<b>Date of Preparation:</b> 24/02/2022
<b>Course Plan Reviewer:</b> Harsh Pratap Singh	<b>Date of Review:</b> 25/02/2022

#### Course Objective:

1. To introduce the concepts of strategic management and understand its nature in the competitive and institutional landscape.
2. To provide an underpinning of a Strategy formulation process and frameworks, tools and techniques of strategic analysis and its application.
3. To develop a holistic approach to see business issues comprehensively and use other core and functional subject knowledge for decision-making.
4. To develop conceptual, diagnostic and analytical and conceptual skills in strategy formulation and execution.

#### Course Outcomes (COs)

1. Describe major theories, background work, concepts and research output in the field of strategic management.
2. Demonstrate a clear understanding of the concepts, tools and techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.

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3. Demonstrate effective application of concepts, tools and techniques to practical situations for diagnosing and solving organisational problems.
4. Demonstrate capability of making their own decisions in a dynamic business landscape.
5. Develop their capacity to think and execute strategically.

### Mapping of Course Outcomes (COs) with Program Outcomes

Course Outcomes (COs)	Relevant Program Outcomes (POs)
1. Understanding of the theories, concepts and tools that support strategic management in organisations and its relevance, Characteristics, process nature and purpose.	PO - 14, PO - 15, PO - 13, PO - 2
2. Students will be able to identify strategic issues and efficiently use strategic tools to solve problems.	PO - 14, PO - 15, PO -2
3. Apply appropriate strategic tools, theories and concepts to analyse issues in organisations and to develop potential solutions.	PO - 14, PO - 15, PO - 2
4. Individually and collaboratively evaluate, synthesise strategic information from numerous sources and experiences for taking financial and operative business decisions.	PO - 14, PO - 15

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5. Students would be able to work in teams during situations to complete shared tasks, synthesise information in a strategic way and meet agreed deadlines.	PO-2, PO - 14, PO - 15
6. Students would be able to critically analyse the internal and external environments in which businesses operate and assess their significance for future initiatives.	PO - 14, PO - 11, PO - 13
7. Students would be able to create an organisational structure for domestic and overseas operations and gain competitive advantage.	PO - 14, PO - 15, PO - 12

### Course Content

Unit Contents	Number of Sessions
Unit I	13
Unit II	14
Unit III	17
Unit IV	17
Unit V	12
Total	73

### Prescribed Text Books

1. Dr. Aswathappa, Business Environment for Strategic Management, Tata McGraw Hill.
2. P. Subba Rao: Business Policy and Strategic Management, HPH. 56
3. C. Appa Rao; Strategic Management and Business Policy, Excel Books.

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## References

1. Charles W.L Hill and Gareth R. Jones, Strategic Management an Integrated Approach, Cengage Learning.
2. Azhar Kazmi, Business Policy and Strategic Management, Tata McGraw Hill.
3. Ghosh P.K., Business Policy and Strategic Planning and Management, Tata McGraw Hill.
4. Lawrence, Business Policy and Strategic Management, Tata McGraw Hill.
5. Sathya Sekar : Business Policy and Strategic Management, I.K International Publishing House Pvt. Ltd
6. ICAI Strategy Management Study Material.

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### Unit Wise Plan

Unit Number: 01	Planned Sessions: 13
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### Unit Learning Outcomes

Unit Learning Outcomes	COs	BL
Students would be able to explain and interpret the science behind having scientific strategic rules.	1	L1 & L2
Students can explain about decision making.	3	L2 & L3
Students can express their viewpoints on how to be ethical	3	L1, L2
Students can express their views about Ethics	3	L1

### Topic Wise Plan

S.No.	Topic	Number of Sessions	Pedagogy
1	Introduction, Meaning and Definition of Strategy and Strategic Management	3	Case study and Lecture method.
2	Need, Process of Strategic Management	4	Lecture method and discussion
3	Strategic Decision Making	3	Lecture method

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4	Business Ethics and Strategic Management	3	Lecture method and discussion
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### Prescribed Reading(s) / Learning Resource(s)

1. Dr. Aswathappa, Business Environment for Strategic Management, Tata McGraw Hill.

Additional Reading(s) / Learning Resource(s)

1. ICAI Strategy Management Study Material.

### Unit Wise Plan

Unit Number: 02	Planned Sessions: 14
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### Unit Learning Outcomes

Unit Learning Outcomes	COs	BL
Student can predict critical ways of appreciating different environments	1	L1
Students can explain a few basic terminology with examples about SWOT.	2	L1
Students can relate about Competitive advantages and Value chain analysis concepts.	1	L3
Students can totally differentiate between Boston Consulting Group, Six Sigma and TQM.	3	L3 & L4

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### Topic Wise Plan

S.No.	Topic	Number of Sessions	Pedagogy
1	Environmental Appraisal: The concept of Environment, The Company and its Environment,	3	Discussion and activities
2	Scanning the Environments, SWOT Analysis,	3	Lecture method and discussion
3	Competitive Advantage, Value Chain Analysis,	4	Lecture method
4	BCG Matrix, Six Sigma, TQM.	4	Lecture method and discussion and Role Play

### Prescribed Reading(s) / Learning Resource(s)

Dr. Aswathappa, Business Environment for Strategic Management, Tata McGraw Hill.  
P. Subba Rao: Business Policy and Strategic Management, HPH. 56

Additional Reading(s) / Learning Resource(s)

1.Sathya Sekar : Business Policy and Strategic Management, I.K International  
Publishing House Pvt. Ltd

### Unit Wise Plan

Unit Number: 03	Planned Sessions: 17
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### Unit Learning Outcomes

Unit Learning Outcomes	COs	BL
Here students can quote examples on the strategic planning process involved in a business.	3	L3 & L4
They can distinguish between expansion, merger, acquisition.	5	L3 & L4
Students will recall what is the organisational hierarchy and functional level strategies for effective running of the organisation.	3	L3 & L4
Here they can explain about Porter's five forces model .	2	L3 & L4 & L2

### Topic Wise Plan

S.No.	Topic	Number of Sessions	Pedagogy
1	Planning Process, Strategic Plans during recession, recovery, boom and depression,	4	Lecture method and discussion
2	Stability Strategy, Expansion Strategy, Merger Strategy, Retrenchment Strategy, Restructure Strategy,	5	Lecture method, Role play
3	Levels of Strategy, Corporate Level Strategy, Business Level Strategy and Functional Level Strategy,	4	Lecture method
4	Competitive Analysis, Porter's Five Forces Model.	4	Lecture method, activities and discussion

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3. C. Appa Rao; Strategic Management and Business Policy, Excel Books.

### Additional Reading(s) / Learning Resource(s)

<http://www.osou.ac.in/eresources/Strategic%20Management-OSOU.pdf>

<https://strategicmanagementinsight.com/tools/porters-five-forces/>

### Unit Wise Plan

Unit Number: 04	Planned Sessions: 17
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### Unit Learning Outcomes

Unit Learning Outcomes	COs	BL
They can list a few examples on Process of implementation of strategy.	3	L1
Students will be able to apply and appreciate the laws that are put up in guiding these strategies.	3, 4	L2
Students can explain a few basic terminologies related to Corporate powers, Leadership, rules and corporate culture.	5	L2 & L3
Students can totally differentiate between functional and operational strategies.	4 ,5	L3 & L4

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### Topic Wise Plan

S.No.	Topic	Number of Sessions	Pedagogy
1	Implementation of Strategy  Aspects of Strategy implementation, Project Manipulation, Procedural Implementation,	4	Lecture method and discussion
2	Structural Implementation, Structural Considerations, Behavioural Implementation,	4	Lecture method, activities and discussion
3	Leadership Implementation, Corporate Culture, Corporate Policies and Use of Power,	4	Lecture method and Role play
4	Functional and Operational Implementation, Functional Strategies, Functional Plans and Policies.	5	Lecture method

#### Prescribed Reading(s) / Learning Resource(s)

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2. P. Subba Rao: Business Policy and Strategic Management, HPH. 56
3. C. Appa Rao; Strategic Management and Business Policy, Excel Books.

#### Additional Reading(s) / Learning Resource(s)

<https://online.hbs.edu/blog/post/strategy-implementation-for-managers#:~:text=Strategy%20implementation%20is%20the%20process,efficiently%2C%20effectively%2C%20and%20consistently.>

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### Unit Wise Plan

Unit Number: 05	Planned Sessions: 12
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### Unit Learning Outcomes

Unit Learning Outcomes	COs	BL
Students will recall important tools for assessing how well your business has performed, relative to its goals.	2, 5	L3
Students can explain the plans at the mid level of the management.	3, 4	L3
Students in this course will relate of how to steer the management control systems towards its strategic objectives and gain competitive advantage over the market	2, 3	L4 & L5
Students can explain the reflection of good strategies, which inturn would lead to achievement of vision of the organisation.	4	L5 & L6

### Topic Wise Plan

S.No.	Topic	Number of Sessions	Pedagogy
1	Strategy Evaluation and Control	3	Lecture method
2	Operational Control	3	Lecture method
3	Overview of Management Control	3	Lecture method and group discussion
4	Focus on Key Result Areas	3	Lecture method and activities.

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3. C. Appa Rao; Strategic Management and Business Policy, Excel Books.

**Additional Reading(s) / Learning Resource(s)**

[https://www.youtube.com/watch?v=NfKLoGZIR4s&ab\\_channel=ExecutiveFinance](https://www.youtube.com/watch?v=NfKLoGZIR4s&ab_channel=ExecutiveFinance)

[https://kkhsou.ac.in/eslm/E-SLM\\_Main/3rd%20Sem/Master%20Degree/MBA%203rd%20Sem/Business%20policy%20and%20strategic%20Management/BP&SM%20-2/BPSM%20PDF%20file/BPSM%20Block-2/Unit-15.pdf](https://kkhsou.ac.in/eslm/E-SLM_Main/3rd%20Sem/Master%20Degree/MBA%203rd%20Sem/Business%20policy%20and%20strategic%20Management/BP&SM%20-2/BPSM%20PDF%20file/BPSM%20Block-2/Unit-15.pdf)

**Industry/Professional Skills, Human Values, Service Learning**

Industry/Professional Skills	Negotiation, Arbitration and Communication Sk, SWOT Analysis, TQM, Six Sigma, Boston Consulting Group Matrix, Porter's 5 Forces Model to evaluate any business or Industry situation.
Human Values	Ethics stand above the Strategies and Business is the value everyone should inculcate
Service Learning (if any)	Society would be benefited if strategies are implemented for the sake of sustainability in business rather than mere consumerism

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### Evaluation Scheme for ISA

Assessment	Weightage in Marks
Mid-Term Exam	25
Presentation ISA - 1	10
Group Project ISA - 2	10
Industrial Visit ISA -2	05
Attendance	05
Total	50

### Teacher Chosen Assessment Method

Component	Details	Weightage
Team event	Group project & Industrial Visit	10
Presentation	Presentation of the given Assignment	10
Attendance		5

### Weightage of Course Outcomes

Course Outcomes (COs)	Weightage in Assessment
1, 2	30
3,5	25
4	25
1,2	20
Total	100

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