



Lesson Plan Strategic Management

Program: MBA

Course Code: KMBN 301

Semester: III

Course Name: Strategic Management

Course Objectives

(CO1): To have a clear understanding of the key concepts and principles of strategic management.

(CO2): To have skills and understanding of tools and techniques for analyzing a company strategically.

(CO3): To provide a basic understanding of the nature and dynamics of the strategy formulation and implementation processes.

(CO4): To encourage students to think critically and strategically.

(CO5): The ability to identify strategic issues and design appropriate courses of action.

Session Duration: 60 minutes

Participants: MBA 3rd Sem. Students

Entry level knowledge and skills of students

- i. Basic Knowledge of Economics
- ii. Thorough knowledge of Functional Areas of organization

Equipment required in Classroom/ Laboratory/ Workshop: NIL

Assessment Schemes

S. No.	Criteria	Marks (150)
1	AKTU End Term Examination	100
2	Internal Evaluation Scheme	50
2(a)	Class Tests	30
2(a)(i)	Class Test-I	15
2(a)(ii)	Class Test-II	15
2(b)	Teacher Assessment (Continuous Evaluation)	20
2(b)(i)	Attendance	5
2(b)(ii)	Case Study/Topic Based Presentation	5
2(b)(iii)	*GD	10
	*MCQ Based Assignment	2

Course Outcomes (starting with action-oriented observable and measurable verb)

(CO1): Formulate organizational vision, mission, goals, and values



- (CO2):** Develop strategies and action plans to achieve an organization's vision, mission, and goals.
(CO3): Develop powers of managerial judgment, how to assess business risk, and improve ability to make sound decisions and achieve effective outcomes.
(CO4): Evaluate and revise programs and procedures in order to achieve organizational goals.
(CO5): Consider the ethical dimensions of the strategic management process.

L. No.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
Unit - 1							
1.	Meaning nature, scope, and importance of strategy	Meaning nature, scope, and importance		Improved lecture	CO1(K2)		
2.	Model of strategic management	strategic management		Improved lecture	CO1(K2)		
3.	Strategic Decision-Making Process	Decision-Making Process		Improved lecture	CO1 (K2)		
4.	Corporate Governance	Composition of the board		Improved lecture	CO1 (K2)		
5.	Corporate Governance	Role and Responsibilities of the board of directors		Improved lecture	CO1 (K2)		
6.	Trends in corporate governance, Corporate Social Responsibility.	Social Responsibility		Case study	CO1 (K3)		
Unit - 2							
7.	Environmental Scanning	Understanding the Macro Environment		Improved lecture	CO2 (K2)		
8.	Environmental Scanning	PESTEL Analysis		Improved lecture	CO2 (K2)		
9.	Environmental	Industrial Organization (IO) & the Structure Conduct		Improved	CO2 (K2)		



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	Scanning	Performance		lecture			
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		(SCP) approach					
10.	Environmental Scanning	Porter's Five Forces Model		Improved lecture	CO2 (K2,K3)		
11.	Understanding the Micro Environment	Resource Based View (RBV) Analysis, VRIO Framework		Improved lecture	CO2 (K2)		
12.	Understanding the Micro Environment	Using resources to gain Competitive advantage & its sustainability, Value Chain Analysis		Case study	CO2(K3)		

Unit - 3

13.	Strategy Formulation	Situational Analysis using SWOT approach		Case study	CO3(K3)		
14.	Business Strategies	Competitive Strategy: Cost Leadership, Differentiation & Focus		Improved lecture	CO3(K2)		
15.	Cooperative Strategy	Collusion & Strategic Alliances		Improved lecture	CO3 (K2)		
16.	Corporate Strategies	Directional Strategy: Growth strategies, Stability Strategies & Retrenchment Strategies. Corporate Parenting		Improved lecture	CO3 (K2)		
17.	Functional Strategies	Marketing, Financial, R&D, Operations, Purchasing, Logistics, HRM & IT		Case Study	CO3(K3)		
18.	The sourcing decision	Outsourcing & off shoring		Improved lecture	CO3 (K2)		

Unit - 4



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19.	Strategy Choice and Analysis	Scenario Analysis Process		Improved lecture	CO4 (K2)		
20.	Tools & Techniques of strategic Analysis	BCG Matrix		Case study	CO4 (K3, K4)		
21.	Tools & Techniques of strategic Analysis	Ansoff Grid, GE Nine Cell Planning Grid		Improved lecture	CO4 (K2)		
22.	Tools & Techniques of strategic Analysis	McKinsey's 7'S framework		Case study	CO4 (K3)		
23.	Strategy implementation	Developing Programs		Improved lecture	CO4 (K2)		
24.	Strategy implementation	Budget and Procedures		Improved lecture	CO4 (K2)		
25.	Corporate Development	Stages of Corporate Development		Improved lecture	CO4 (K2)		
26.	Organizational Life cycle	Organization Life cycle		Case study	CO4 (K3)		
27.	Organizational Structures	Matrix, Network & Modular / Cellular		Improved lecture	CO4 (K2)		
28.	Reengineering and Strategy implementation	Reengineering and Strategy implementation		Case Study	CO4 (K3)		
29.	Leadership and corporate culture	Leadership and corporate culture		Improved lecture	CO4 (K2)		
Unit - 5							
30.	Strategy Evaluation & Control	Evaluation & Control process		Improved lecture	CO5 (K2)		
31.	Measuring performance	types of controls		Improved lecture	CO5 (K2)		



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32.	Measuring performance	activity based costing		Improved lecture	CO5 (K2)		
33.	Measuring performance	enterprise risk management		Improved lecture	CO5 (K2)		
34.	Measuring performance	primary measures of corporate performance		Demonstrations	CO5 (K3)		
35.	Measuring performance	balance scorecard approach to measure key Performance		Improved lecture	CO5 (K2)		
36.	responsibility centers	responsibility centers		Improved lecture	CO5 (K2)		
37.	Problems in measuring Performance & Guidelines for proper control	Guidelines for proper control		Improved lecture	CO5 (K2)		
38.	Strategic Audit of a Corporation	Strategic Audit		Improved lecture	CO5 (K2)		
39.	Benchmarking	Benchmarking		Case study	CO5 (K3,K4)		
40.	Benchmarking	Benchmarking		Case study	CO5 (K3,K4)		
Revision							
41.	Unit 1		Discussion		CO1		
42.	Unit 2		Discussion		CO2		
43.	Unit 3		Discussion		CO3		
44.	Unit 4		Discussion		CO4		
45.	Unit 5		Discussion		CO5		

Text Books:



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1. Wheelen, L. Thomas and Hunger, David J.; Concepts in Strategic Management and Business Policy, Pearson Education



Reference Books:

1. Stewart Clegg, Chris Carter, Martin Kornberger & Jochen Schweitzer : Strategy – Theory and Practice.(SAGE Publishing India)
2. Kazmi, Azhar; Business Policy and Strategic Management; McGraw-Hill Education. David, Fred; Strategic Management: Concepts and Cases; PHI Learning.
3. Thomson, Arthur A. and Strickland, A. J.; Strategic Management: Concept and Cases; McGraw Hill Education,
4. Jauch, L.F., and Glueck, W.F.; Business Policy and Strategic Management; McGraw-Hill Education.

Journals:

1. Marko Kohtamäki, Richard Whittington, Eero Vaara, Rodrigo Rabetino, Making connections: Harnessing the diversity of strategy-as-practice research, International Journal of Management Reviews, 10.1111/ijmr.12274, **24**, 2, (210-232), (2021).
 2. Hannes W. Lampe, Jan Reerink, Know your audience: how language complexity affects impact in entrepreneurship science, Journal of Business Economics, 10.1007/s11573-020-01027-4, **91**, 7, (1025-1061), (2021).
- Zafer Adiguzel, Evaluating the Impact of Strategic Management and Strategic Thinking on Performance in the Public Health Sector, Multidimensional Perspectives and Global Analysis of Universal Health Coverage, 10.4018/978-1-7998-2329-2.ch009, (231-265), (2020).

Electronic Database:

Book: <https://www.taylorfrancis.com/books/mono/10.4324/9780080498287/strategic-management-theory-implementation-david-hussey>

Article: <https://www.hindawi.com/journals/je/2020/6253013/>

Write up/Notes: <https://corporatefinanceinstitute.com/resources/knowledge/strategy/strategic-management/>