

Lecture Plan		
Name of the College: Government College of Arts, Science and Commerce. Sanquelim - Goa		
Name of Faculty: Mrs. Pragati K.Kerkar	Subject: Strategic Management	
Paper code: UCOD123	Program: T.Y.B.COM	Division: Not Applicable
Academic year: 2024-25	Semester: VI	Total Lectures:30
Course Objectives: To enable students to learn the basics of Strategic Management and various strategies of business firms to have a competitive advantage.		
Course Outcome:		
1. Understand the basics of Strategic Management and its various stages.		
2. Develop the Vision and Mission Statement of a business organisation.		
3. Identify the Models of Strategic Analysis.		
4. Acquaint the Learners with Strategic Implementation, Evaluation and Control.		
Student Learning Outcome:		
Students will be able:		
1. To Understand the basics of Strategic Management and its various stages.		
2. To Develop the Vision and Mission Statement of a business organisation.		
3. To Identify the Models of Strategic Analysis.		
4. To Acquaint the Learners with Strategic Implementation, Evaluation and Control.		

Month	Lecture From	Lecture To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books
December 2024, January 2025	09/12/24	14/12/24	7	<b>Unit II Strategy Formulation</b> Vision: meaning -Vision statement.		Smart board PPT	Rao, P. Subba. Strategic Management. Himalaya Publishing House
	16/12/24	21/12/24		Mission: meaning- Elements,			
	02/01/25	04/01/25		Mission Statement – Meaning- Characteristics.			
	06/01/25	11/01/25		Objectives: Meaning- Characteristics.			
January 2025, February 2025	13/01/25	18/01/25	8	Environmental Analysis: i) Internal Environment: Meaning		Smart board PPT	Kishore, Ravi M. Strategic Management – Text & Cases. Taxmann's
	20/01/25	25/01/25					
	27/01/25	01/02/25		i) Internal Environment: Factors ii) External Environment: Meaning			
	03/02/25	08/02/25		ii) External Environment: Factors			
	10/02/25	15/02/25		benefits of Environmental Analysis			
February 2025, March 2025,	17/02/25	22/02/25		Unit IV Strategic Implementation, Evaluation and Control Strategic Implementation- Meaning		Smart board PPT	Kishore, Ravi M. Strategic Management – Text & Cases. Taxmann's

	24/02/25	01/03/25	7	Strategic Implementation- Steps and approaches			Rao, P. Subba. Strategic Management. Himalaya Publishing House
	03/03/25	08/03/25		Strategic Evaluation – Meaning			
	10/03/25	15/03/25					
March 2025, April 2025	17/03/25	22/03/25	8	Steps of Strategic Evaluation.		Smart board PPT	
	24/03/25	29/03/25		Strategic Control: Meaning			
	31/03/25	05/04/25		Techniques of Strategic Control			
				Balanced Scorecard - Meaning, Perspective (with diagram)			
	07/04/25	11/04/25		Six Sigma - Concept.			
Assessment Rubrics	Component	Max Marks					
	ISA 1	10					
	ISA 2	10					
	Practical						
	Project						
	Semester End Exam	80					

