

Lecture Plan							
Name of the college: Government College of Arts, Science and Commerce, Sanquelim – Goa.							
Name of Faculty: Prashant V Bhonsle				Subject: Strategic Management			
Paper code: COD 123				Program: TYBCOM		Division:	
Academic year: 2024 - 2025				Semester: VI		Total Lectures: 32	
Course Objectives: To enable students to learn the basics of Strategic management and various strategies of business firm to have competitive advantage.							
Expected Course Outcome: Students will be to explain, classify different strategies used in business.							
Student Learning Outcome: Students will be able to explain strategic management and different strategies used in business, describe & create vision, mission, objectives for the organisation, explain different strategic analysis model.							
Month	Lecture From	Lecture To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books
December	9th Dec	14th Dec	2	Unit I Introduction to Strategic Management Introduction to subject & dictation of syllabus Meaning &	Exercise on Different Strategies implemented by companies	Smart Board	Strategic Management by Fred R. David, Strategic Management by Francis Cherunilam,

				definition of Strategy.			Strategic Management by Kazmi Strategic Management by K. Aswathappa, Strategic Management by P. Subha Rao
	16th Dec	21st Dec	1	Elements of Strategy.	Assignment on Vision, Mission of Various companies.	Smart Board	Strategic Management by Fred R. David, Strategic Management by Francis Cherunilam, Strategic Management by Kazmi Strategic Management by K. Aswathappa, Strategic Management by P. Subha Rao
December/ January	23rd Dec	1st Jan	Vacation	-	Vacation		
	2nd Jan	4th Jan	1	Elements of Strategy		Smart Board	Strategic Management by Fred R. David, Strategic

							Management by Francis Cherunilam, Strategic Management by Kazmi Strategic Management by K. Aswathappa, Strategic Management by P. Subha Rao
	6th Jan	11th Jan	2	Strategic Management – meaning and definition Advantages and limitations.		Smart Board	Strategic Management by Fred R. David, Strategic Management by Francis Cherunilam, Strategic Management by Kazmi Strategic Managemnt by K. Aswathappa, Strategic Management by P. Subha Rao
	13th Jan	18th Jan	2	Strategic management process (in general), Strategic			Strategic Management by Fred R. David, Strategic

				Management process by Fred R. David			Management by Francis Cherunilam, Strategic Management by Kazmi Strategic Management by K. Aswathappa, Strategic Management by P. Subha Rao
	20th Jan	25th Jan	2	Levels of Strategy- Corporate. ISA 1 – Assignment	Assignment on What is Strategy? & Explain its Elements with examples with specific references to vision & mission		Strategic Management by Fred R. David, Strategic Management by Francis Cherunilam, Strategic Management by Kazmi Strategic Management by K. Aswathappa, Strategic Management by P. Subha Rao
January/ February	27th Jan	1st Feb	2	Levels of Strategy – Corporate & SBU	Students are instructed to refer different	Smartboard	Strategic Management by Fred R. David, Strategic

					strategies of companies.		Management by Francis Cherunilam, Strategic Management by Kazmi Strategic Managemnt by K. Aswathappa, Strategic Management by P. Subha Rao
	3rd Feb	8th Feb	2	Levels of Strategy – Functional		Smartboard	Strategic Management by Fred R. David, Strategic Management by Francis Cherunilam, Strategic Management by Kazmi Strategic Managemnt by K. Aswathappa, Strategic Management by P. Subha Rao
	10th Feb	15th Feb	2	Distinguish Between Strategic Management and		Smartboard	Strategic Management by Fred R. David, Strategic

				Operational Management.			Management by Francis Cherunilam, Strategic Management by Kazmi Strategic Management by K. Aswathappa, Strategic Management by P. Subha Rao
	17th Feb	22nd Feb	2	Revision on Unit 1		Smartboard	Strategic Management by Fred R. David, Strategic Management by Francis Cherunilam, Strategic Management by Kazmi Strategic Management by K. Aswathappa, Strategic Management by P. Subha Rao
February/ March	24th Feb	1 st Mar	2	UNIT III MODELS OF STRATEGIC ANALYSIS		Smartboard	Strategic Management by Fred R. David, Strategic

				Michael E. Porter's Five Force Analysis			Management by Francis Cherunilam, Strategic Management by Kazmi Strategic Management by K. Aswathappa, Strategic Management by P. Subha Rao
	3 rd Mar	8 th March	2	Kenichi Ohmae's Four route to Strategic Advantage. SWOC Analysis		Smartboard	Strategic Management by Fred R. David, Strategic Management by Francis Cherunilam, Strategic Management by Kazmi Strategic Management by K. Aswathappa, Strategic Management by P. Subha Rao
	10th Mar	15 th March	2	SWOC Analysis	SWOC Analysis of retail outlets in Sanquelim	Smartboard	Strategic Management by Fred R. David, Strategic

							Management by Francis Cherunilam, Strategic Management by Kazmi Strategic Management by K. Aswathappa, Strategic Management by P. Subha Rao
	17 th Mar	22 nd Mar	2	BCG Matrix		Smartboard	Strategic Management by Fred R. David, Strategic Management by Francis Cherunilam, Strategic Management by Kazmi Strategic Management by K. Aswathappa, Strategic Management by P. Subha Rao
	24 th Mar	29 th Mar	2	BCG Matrix		Smartboard	Strategic Management by Fred R. David, Strategic

							Management by Francis Cherunilam, Strategic Management by Kazmi Strategic Management by K. Aswathappa, Strategic Management by P. Subha Rao
March/ April	31 st March	5 th April	2	Value Chain Analysis		Smartboard	Strategic Management by Fred R. David, Strategic Management by Francis Cherunilam, Strategic Management by Kazmi Strategic Management by K. Aswathappa, Strategic Management by P. Subha Rao
	7 th April	12 th April	2	GE9 Cell Matrix		Smartboard	Strategic Management by Fred R. David, Strategic

							Management by Francis Cherunilam, Strategic Management by Kazmi Strategic Management by K. Aswathappa, Strategic Management by P. Subha Rao
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*** Assessment Rubrics**

Component	Max Marks
ISA 1	10
ISA 2	
Practical	
Project	
Semester End Exam	80