



**SWARNANDHRA
COLLEGE OF ENGINEERING & TECHNOLOGY
(AUTONOMOUS)**

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NAAC with 'A' Grade - 3.32 CGPA. Recognized under 2(f) & 12(B) of UGC Act 1956.
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Seetharampuram, W.G.D.T. Narsapur-534280. (Andhra Pradesh)

**DEPARTMENT OF MANAGEMENT STUDIES
TEACHING PLAN**

Course Code	Course Title	Year/Sem	Branch	Contact Hr/ Week	Academic Year	Date of Commencem ent of Semester
19MB3T01	Corporate Strategic Management	III	MBA	5	2020-21	17/11/2021

COURSE OUTCOMES: Students are able to

CO1: Define and explain the basic concepts of Strategic Management importance, process and to prepare the Business polices. [K1 & K2]

CO2: Estimates the importance of the Vision, Mission and objectives, importance of these statements-to study different types of strategies. [K2 & K3]

CO3: Study the internal and external environment (taste and preference of the customer) to prepare the company strategies. [K4 & K5]

CO4: Apply the implementation of strategies and Allocation of Resources in functional areas. [K6]

CO5: Analyze the strategic evaluation (based on feedback) and control of the strategies. [K5]

Week No.	Out Comes	Topics/Activity	Book reference	Con. Hr	Delivery Method	
1 2 3	Define and explain the basic concepts of Strategic Management importance, Vision, Mission and objectives, process and to prepare the Business polices. [K1 & K2]	UNIT I: Introduction to Strategic Management				Chalk & Talk,
		1.1	Concept of Strategic management	T1, T2	1	
		1.2	Importance of strategic mgt	T1, T2	1	
		1.3	Developing a strategic vision	T1, T2	1	
		1.4	Mission, Objectives	T1, T2	1	
		1.5	SM model and Process	T1, T2	1	
		1.6	Factors that shape a company 's strategy	T1, T2	1	
		1.7	Crafting a strategy.	T1, T2	1	
		<i>Relevant case studies to be discussed</i>		1		
		Total class		8		
4 5 6	Estimates the Environment scanning, importance of these statements-to study different types of Tools. [K2 & K3]	UNIT-II: Environment Scanning				Chalk & Talk, PP 1 Tutorial, Active Learning & Case Study
		2.1	Environmental Scanning	T1, T2	1	
		2.2	Industry and Competitive Analysis	T1, T2	1	
		2.3	Evaluating company resources & competitive capabilities	T1, T2	1	
		2.4	SWOT Analysis	T1,	1	
		2.5	Strategies and competitive advantages in diversified companies	T2	1	
		2.6	Tools and techniques- Porter's Five Force Model	T2	1	
		2.7	BCG Matrix	T1, T2	1	
		2.8	GE Model	T1, T2	1	
				<i>Relevant case studies to be discussed</i>		
		Total class		10		
		MID EXAM-I				

7 8	3	Study the Strategy Framework for Analyzing Competition and Different types of strategies. [K4 & K5]	UNIT-III: Strategic Formulation Process				Chalk & Talk PPT Tutorial
			3.1	Strategy Formulation Process	T1	1	
			3.2	Strategy Framework for Analyzing Competition	T1	1	
			3.3	Porter 's Value Chain Analysis	T1	1	
			3.4	Competitive Advantage of a Firm	T1	1	
			3.5	Formulation of strategy at corporate	T1,T2	1	
			3.6	business and functional levels	T1	1	
			3.7	Types of Strategies	T1	1	
			3.8	Concentric strategies	T1	1	
			3.9	Diversification strategies	T1	1	
				<i>Relevant case studies to be discussed</i>	T1,T2	1	
				Total class		10	
9 10 11 12	4	Apply the implementations of strategies and Allocation of Resources in functional areas. [K6]	UNIT-IV: Strategic Implementation				Chalk & Talk,PPT & Tutorial, Miniproject
			4.1	Nature of Strategy Implementation	T3	1	
			4.2	Strategy and Structure	T3	1	
			4.3	Strategy and Leadership	T3	1	
			4.4	Strategy and culture	T1	1	
			4.5	Operationalizing and institutionalizing strategy	T3	1	
			4.6	Organizational Values and Their Impact on Strategy	T3	1	
			4.7	Resource Allocation	T3	1	
			4.8	Resource Allocation Process			
			4.9	Planning systems for implementation	T1	1	
				<i>Relevant case studies to be discussed</i>	T3	2	
				Total class		11	
13 14 15	5	Analyze the strategic evaluation (based on feedback) and control of the strategies. [K5]	Unit-V: Strategic Evaluation and Control				Chalk & Talk, PPT, Tutorial, Case study
			5.1	The Nature of Strategy Evaluation- Review and Control	T1, T3	1	
			5.2	Establishing strategic controls	T1, T3	1	
			5.3	Measuring performance appropriate measures	T1, T3	1	
			5.4	Role of the strategist	T1, T3	1	
			5.5	qualitative and quantitative benchmarking to evaluate performance	T1, T3	1	
			5.6	strategic information systems	T1, T3	1	
5.7	problems in measuring	T1, T3	1				

		performance			based learning
	5.8	Strategic Surveillance	11,12	1	
	5.9	strategic audit	11,13	1	
		<i>Relevant case studies to be discussed</i>	11,13	2	
		Total class		11	
		Grand total		50	
MID EXAM-II					

Text Books:

- T1.P SubbaRao: Business Policy and Strategic Management, Himalaya Publishing House, New Delhi, 2010
T2.Kazmi: Strategic Management and Business Policy, Tata McGraw Hill,2009
T3 R Srinivasn: Strategic Management, PHI Learning, New Delhi,2009

Reference books:

- R1 Adrian Habberberg & Alison: Strategic Management, Oxford University Press, New Delhi 2009

WEB SOURCE REFERENCES:

1	http://www.encyclopedia.strategic.management/273193
2	http://www.business.policy.&good.vision.mission.book.google.co.in
3	https://www.environment.analysis.com
4	https://www.ntpel.com/%20in/%20strategist.views
5	https://onlinecourses.nptel.ac.in/noel7_strategic.management.courses
6	https://www.google.com

	Name	Signature with Date
i. Faculty	Dr G. Grace	
ii. Faculty II (for common Course)	Mr. Ch. Praveen	
iii. Course Coordinator	Dr.G.Grace	
iv. Module Coordinator	Ms.M .Prasanthi	
v. Programme Coordinator	Dr G.Grace	


Principal