

LESSON PLAN MBA

Subject : STRATEGIC MANAGEMENT
Name of the Faculty : Dr. Amitabh Nanda
Academic Session : 2016-17
Semester : 4TH Semester (January to May, 2017)
Stream : MBA 2015-17

Sl.No.	Lecture No.	Topic	Important Teaching Points
1	1	Concept of strategy, introduction to Strategic Management	Meaning, importance in Business Management
2	2	Vision, Mission, Goal, Objective	Hierarchy of strategic mgt
3	3	Strategic Management Process	Environmental scanning, strategy formulation, Implementation, Evaluation and control
4	4	Environmental scanning - Detail discussion	External and Internal environment
5	5	Internal and External environmental analysis	SAP and ETOP analysis
6	6	Modes of strategic decision making	Entrepreneurial mode, adaptive mode , planning mode
7	7	Hierarchy of strategy.	Corporate level, business level and operational level
8	8	Strategic planning :an overview	Corporate palnning Vs strategic planning
9	9	Strategic intent	Concept
10	10	Case study of Kellogg's environmental scanning and analysis	
11	11	SWOT analysis	SWOT matrix
12	12	Competition Analysis	Hyper competition, Blue ocean strategy
13	13	Porter's Five Forces model	Competitive forces model

14	14	Generic strategies	Cost leadership, differentiation, focus
15	15	Competitive Advantage	Competitive advantage and core competence
16	16	Charting core competence	
17	17	Value chain analysis	Primary and supporting activities
18	18	Balance Score card	Financial and non-financial perspective
19	19	Case study of Toyota competitive advantage	
20	20	Strategic alternatives	
21	21	Stability strategy	Status quo
22	22	Growth strategy	Diversification, expansion
23	23	Turnaround strategy	Cut back strategy
24	24	Retrenchment	Liquidation , winding up
25	25	Diversification- Reasons for diversification, Types of diversification	
26	26	Vertical integration, Horizontal integration	Reasons , mechanism
27	27	Strategic alliance	Meaning, motive , benefits, mechanism
28	28	Merger and Acquisition, Types of M&A	Concept, rationale for M& A , Types
29	29	Issues related to M&A	
30	30	Business Portfolio analysis	
31	31	BCG matrix	Four cell matrix

