



Lesson Plan No. 1.2	Course Name: Strategic Management Topic: Introduction to Strategic Management- Evolution	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Strategic Management. b. select the appropriate strategy for different situations . c. illustrate different types of strategies with examples. d. appreciate advantages of Strategic Management. e. Understand the evolution of strategic management .
Teaching Aids (if any)	a.Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is a strategy? How do you think Shakuni Mama framed strategies in the MahaBharta? How the evolution of strategy was done? 2. Development (30 minutes) Examples of organisations using strategies Evolution of strategies How organisations use strategies 3. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Research about strategies used by kings and rulers in ancient times Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



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Lesson Plan No. 1.3	Course Name: Strategic Management Topic :Model of strategic management process	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Strategic Management. b. select the appropriate strategy for different situations . c. illustrate the models of strategic management process. d. appreciate advantages of Strategic Management process.
Teaching Aids (if any)	a.Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is a strategy? What is strategic management process? What can be the models of strategic management process? 2. Development (30 minutes) Examples of organisations using strategies Models of strategic management process 3. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Research about Evolution and models of strategic management. Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 1.4	Course Name: Strategic Management Topic : School of thought	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Strategic Management. b. select the appropriate strategy for different situations . c. illustrate the models of strategic management process. d. Articulate the school of thought given by different people.
Teaching Aids (if any)	a.Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is a strategy? What do you understand by School of thought ? 2. Development (30 minutes) Understand various schools of thoughts given by various people. Analyse the school of thoughts 3. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2.Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 1.5	Course Name: Strategic Management Topic : Strategic Decision making	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Strategic Management. b. select the appropriate strategy for different situations . c. illustrate the concept of strategic decision making d. Articulate the importance of strategic decision making.
Teaching Aids (if any)	a.Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is a strategy? What do you understand by strategic decision making? 2. Development (30 minutes) Understand the concept and importance of strategic decision making. Analyse the importance of strategic decision making. 3. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 1.6	Course Name: Strategic Management Topic : Strategic Decision making-issues	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Strategic Management. b. select the appropriate strategy for different situations . c. illustrate the concept of strategic decision making d. Articulate the importance of strategic decision making. e. Understand the issues in strategic decision making
Teaching Aids (if any)	a.Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is a strategy? What do you understand by strategic decision making? What can be the issues to strategic decision making? 2. Development (30 minutes) Understand the concept and importance of strategic decision making. Analyse the importance of strategic decision making. Understand the issues in strategic decision making 3. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2.Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 1.1	Course Name: Strategic Management Topic: Introduction to Strategic Management	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Strategic Management. b. select the appropriate strategy for different situations . c. illustrate different types of strategies with examples. d. appreciate advantages of Strategic Management.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is a strategy? What strategies were used by the kings and rulers in ancient times? What is the role of a strategy in sports? Have you even framed a strategy? 2. Development (30 minutes) Examples of organisations using strategies Strategic Management and it's relevance Strategic alliances made by rulers Strategic relevance in sports 3. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Research about strategies used by kings and rulers in ancient times Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



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Lesson Plan No. 2.1	Course Name: Strategic Management Topic : External Audit	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of External audit. b. select the appropriate external factors to be considered. c. illustrate the concept of external factors that impact an organisation
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is a strategy? What do you understand by external environment? What can be the forces in external environment? Development (30 minutes) Understand the concept of external audit Analyse the importance of external audit. 2. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 2.2	Course Name: Strategic Management Topic : Key external factors effecting business	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of External audit. b. select the appropriate external factors to be considered . c. illustrate the concept of external factors that impact an organisation
Teaching Aids (if any)	a.Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is a strategy? What do you understand by external environment? What can be the the forces in external environment? How can economic factors effect business? Development (30 minutes) Understand the concept of external audit Analyse the importance of external audit. Types of factors impacting business. 2. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2.Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 2.3	Course Name: Strategic Management Topic : SWOT analysis	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of SWOT Analysis. b. Understand SWOT analysis. c. Why is it important?
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is a strategy? What do you understand by SWOT analysis? What can be the forces in external environment? Development (30 minutes) Understand the concept of SWOT Analysis Analyse the importance of SWOT analysis. 2. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 2.4	Course Name: Strategic Management Topic : Competitive Analysis: Porter's Five Forces Model	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of porters 5 forces model b. Understand 5 forces given in the model. c. Why is it important?
Teaching Aids (if any)	a.Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is a strategy? What do you understand by porters 5 forces model? What can be the competitive analysis for a company? Development (30 minutes) Understand the concept of porters 5 forces model. Analyse the importance of Porters 5 forces model. 2. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2.Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 2.5	Course Name: Strategic Management Topic : External factor evaluation matrix	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of external factor evaluation. b. Understand the forces responsible for it. c. Why is it important? d. Make the matrix.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is a strategy? What do you understand by external factor evaluation? What can be factors that impact the business and How to make a matrix? Development (30 minutes) Understand the concept of making an EFE Matrix Analyse the importance of it. Making the EFE Matrix 2. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 2.6	Course Name: Strategic Management Topic : Competitive profile matr	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of competitors. b. Understand the factors that are used to evaluate a competitors profile. c. Why is it important? d. Make the matrix.
Teaching Aids (if any)	a.Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. Who is a competitor? What do you understand by competitors profile? What are the factors to be considered for making a competitors profile? How to make a matrix? Development (30 minutes) Understand the concept of making competitor profile matrix Analyse the importance of it. Making the CPMatrix 2. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2.Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



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Lesson Plan No. 2.7	Course Name: Strategic Management Topic :The industrial -organizational view	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> articulate the concept of Industrial organizational view.. Understand the factors that are used to understand the industrial organisational view. Why is it important?
Teaching Aids (if any)	<ol style="list-style-type: none"> Chalk and Talk PPT
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) <ul style="list-style-type: none"> Ask questions. <p>What is an Industry?</p> <p>What do you understand by the industrial -organisational view?</p> <p>What are the factors to be considered while understanding the industrial organisational view?</p> <p style="text-align: center;">Development (30 minutes)</p> <p>Understand the concept of Industrial organisation view.</p> <p>Analyse the importance of it.</p> Exercise (5 minutes) – <p>Asking questions on the topic</p>
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Suggested Reading- Azhar Kazmi, Adela Homework <ul style="list-style-type: none"> Go through the PPTS <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Classroom quiz



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Lesson Plan No. 3.1	Course Name: Strategic Management Topic :Nature of internal analysis	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of internal analysis. b. Understand the factors that are internal to an organisation. c. Why is it important? d. Understand the nature of those internal factors.
Teaching Aids (if any)	a.Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is an internal factor to an organisation? What do you understand by internal strengths and weaknesses? What are the factors to be considered in an internal analysis? Development (30 minutes) Understand the concept of internal analysis. Analyse the importance of it. Understand internal factors to an organisation. Analyse the nature of internal factors. 2. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2.Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



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Lesson Plan No. 3.2	Course Name: Strategic Management Topic :Key internal forces	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of internal analysis. b. Understand the factors that are internal to an organisation. c. Why is it important? d. Understand the nature of those internal factors. e. Analyse the key internal forces that impact a business.
Teaching Aids (if any)	a.Chalk and Talk b. PPT
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What is an internal factor to an organisation? What do you understand by internal strengths and weaknesses? What are the factors to be considered in an internal analysis? How do these internal forces impact a business? <p>Development (30 minutes)</p> <p>Understand the concept of internal analysis. Analyse the importance of it. Understand internal factors to an organisation. Analyse the nature of internal factors. Analysis of the impact of these forces on business.</p> <p>2. Exercise (5 minutes) –</p> <p>Asking questions on the topic</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading- Azhar Kazmi, Adela</p> <p>3. Homework</p> <ul style="list-style-type: none">- Go through the PPTS <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to



	answer and discuss. 2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents
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Lesson Plan No. 3.3	Course Name: Strategic Management Topic :Internal factor evaluation matrix	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of internal analysis. b. Understand the factors that are internal to an organisation. c. Why is it important? d. Understand the nature of those internal factors. e. Analyse the internal factors f. Make the matrix by assigning weights and rating.
Teaching Aids (if any)	a.Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is an internal factor to an organisation? What do you understand by internal strengths and weaknesses? What are the factors to be considered in an internal analysis? How do these internal forces impact a business? Development (30 minutes) Understand the concept of internal analysis. Analyse the importance of it. Understand internal factors to an organisation. Analyse the nature of internal factors. Make the matrix by assigning weights and rate. 2. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS Spend 5 minutes to wrap up and consolidate the learnings



Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Classroom quiz <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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Lesson Plan No. 3.4	Course Name: Strategic Management Topic :VRIO matrix	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> articulate the concept of VRIO Understand the factors that are internal to an organisation and analyse whether that strength is rare , imitable or not. Why is it important? Make the matrix
Teaching Aids (if any)	<ol style="list-style-type: none"> Chalk and Talk PPT
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) <ul style="list-style-type: none"> Ask questions. <ul style="list-style-type: none"> What is an internal factor to an organisation? What do you understand by internal strengths? Analyse whether your strength is rare ,imitable or delivering value to the customer? How do these internal forces impact a business? <p style="text-align: center;">Development (30 minutes) Understand the concept of VRIO. Analyse the importance of it. Understand internal factors to an organisation.</p> <ol style="list-style-type: none"> Exercise (5 minutes) – <ul style="list-style-type: none"> Asking questions on the topic
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Suggested Reading- Azhar Kazmi, Adela Homework <ul style="list-style-type: none"> Go through the PPTS <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> Reflective Questions (What, Why, Who?). Allow students to answer and discuss.



	2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents
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Lesson Plan No. 3.5	Course Name: Strategic Management Topic: Value chain analysis	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Value chain analysis. b. Understand the primary and secondary activities that are a part of value chain analysis . c. Why is it important?
Teaching Aids (if any)	a.Chalk and Talk b. PPT
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What are the activities in delivering value to a customer? What do you understand by primary and secondary activities in value chain analysis? <p>How do these activities impact a business?</p> <p>Development (30 minutes) Understand the concept of Value chain Analyse the importance of it. Understand the activities that contribute to value chain analysis .</p> <p>2. Exercise (5 minutes) –</p> <p>Asking questions on the topic</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading- Azhar Kazmi, Adela</p> <p>3. Homework</p> <ul style="list-style-type: none">- Go through the PPTS <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>2. Classroom quiz</p>



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Lesson Plan No. 3.6	Course Name: Strategic Management Topic: Resource based review	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Resource based review. b. Why is it important?
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	<p>1. Introduction (5 minutes) - Ask questions. What is a resource based review? How it impacts an organisation?</p> <p>Development (30 minutes) Understand the concept of resource based review Analyse the importance of it.</p> <p>2. Exercise (5 minutes) – Asking questions on the topic</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 3.7	Course Name: Strategic Management Topic: Quantitative analysis	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of quantity and its relevance. b. Why is it important? c. Analyse the role of analysis of quantity.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What is a quantitative analysis ? How it impacts an organisation? <p>Development (30 minutes) Understand the concept of quantitative analysis. Analyse the importance of it.</p> <p>2. Exercise (5 minutes) – Asking questions on the topic</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading- Azhar Kazmi, Adela</p> <p>3. Homework - Go through the PPTS</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>2. Classroom quiz</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 3.8	Course Name: Strategic Management Topic: Qualitative analysis	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of quality and its relevance. b. Why is it important? c. Analyse the role of analysis of quality.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What is a qualitative analysis ? How it impacts an organisation? <p>Development (30 minutes) Understand the concept of qualitative analysis. Analyse the importance of it.</p> <p>2. Exercise (5 minutes) – Asking questions on the topic</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading- Azhar Kazmi, Adela</p> <p>3. Homework - Go through the PPTS</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>2. Classroom quiz</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 3.9	Course Name: Strategic Management Topic: Benchmarking	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of benchmarking. b. Why is it important? c. Analyse the role of setting benchmarks.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	<p>1. Introduction (5 minutes) - Ask questions. What is a benchmark ? How it impacts an organisation?</p> <p>Development (30 minutes) Understand the concept of Benchmarking. Analyse the importance of it.</p> <p>2. Exercise (5 minutes) – Asking questions on the topic</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 3.10	Course Name: Strategic Management Topic: Key factor rating	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of key factor rating b. Why is it important? c. Analyse the role of rating of key factors.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is a key factor? How it impacts an organisation? Development (30 minutes) Understand the concept of key factor rating. Analyse the importance of it. 2. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 4.1	Course Name: Strategic Management Topic: Long term objectives	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of long term objectives. b. Why is it important? c. Analyse the types of long term objectives
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What is an objective? What are long term and short term objectives? <p>Development (30 minutes)</p> <p>Understand the concept of long term objectives. Analyse the importance of it. Analyse the types of long term objectives.</p> <p>2. Exercise (5 minutes) –</p> <p>Asking questions on the topic</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading- Azhar Kazmi, Adela</p> <p>3. Homework</p> <ul style="list-style-type: none">- Go through the PPTS <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>2. Classroom quiz</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 4.2	Course Name: Strategic Management Topic: Long term objectives-Nature	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of long term objectives. b. Why is it important? c. Analyse the types of long term objectives Understand the nature of long term objectives.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is an objective? What are long term and short term objectives? Development (30 minutes) Understand the concept of long term objectives. Analyse the importance of it. Analyse the types of long term objectives. Understand and analyse the nature of long term objectives. 2. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 4.3	Course Name: Strategic Management Topic: Financial objectives	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of financial objective. b. Why is it important? c. Analyse the types of financial objectives. Understand the nature of financial objectives
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	<p>1. Introduction (5 minutes) - Ask questions. What is an objective? What is a financial objective?</p> <p>Development (30 minutes) Understand the concept of financial objectives. Analyse the importance of it. Analyse the types of financial objectives. Understand and analyse the nature of financial objectives.</p> <p>2. Exercise (5 minutes) – Asking questions on the topic</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 4.4	Course Name: Strategic Management Topic: strategic objectives	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of strategic objective. b. Why is it important? c. Analyse the types of strategic objectives. Understand the nature of strategic objectives
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is an objective? What is a strategic objective? Development (30 minutes) Understand the concept of strategic objectives. Analyse the importance of it. Analyse the types of strategic objectives. Understand and analyse the nature of strategic objectives. 2. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 4.5	Course Name: Strategic Management Topic: Types of strategies- Integration	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of strategy and its types. b. Why is it important? c. Analyse the integration strategy.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What is a strategy ? What is an integrated strategy ? Purpose of integrated strategy with examples. <p>Development (30 minutes) Understand the concept of integrated strategy . Analyse the importance of it. Analyse the types of integrated strategy.</p> <p>2. Exercise (5 minutes) – Asking questions on the topic</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading- Azhar Kazmi, Adela</p> <p>3. Homework</p> <ul style="list-style-type: none">- Go through the PPTS <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>2. Classroom quiz</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 4.6	Course Name: Strategic Management Topic: Types of strategies- Diversification	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of strategy and its types. b. Why is it important? c. Analyse the diversification strategy.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What is a strategy ? What is a diversification strategy ? Purpose of diversification strategy with examples. Case study of coca cola. <p>Development (30 minutes)</p> <p>Understand the concept of diversification strategy . Analyse the importance of it. Analyse the types of diversification strategy.</p> <p>2. Exercise (5 minutes) –</p> <p>Asking questions on the topic</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading- Azhar Kazmi, Adela</p> <p>3. Homework</p> <ul style="list-style-type: none">- Go through the PPTS <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>2. Classroom quiz</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



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Lesson Plan No. 4.7	Course Name: Strategic Management Topic: Types of strategies-Defensive	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of strategy and its types. b. Why is it important? c. Analyse the defensive strategy.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What is a strategy ? What is a defensive strategy ? Purpose of defensive strategy with examples. Case study <p>Development (30 minutes)</p> <p>Understand the concept of defensive strategy . Analyse the importance of it. Analyse the types of defensive strategy.</p> <p>2. Exercise (5 minutes) –</p> <p>Asking questions on the topic</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading- Azhar Kazmi, Adela</p> <p>3. Homework</p> <ul style="list-style-type: none">- Go through the PPTS <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>2. Classroom quiz</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



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Lesson Plan No. 4.8	Course Name: Strategic Management Topic:Porters generic business strategies	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Porter’s generic business strategies b. Understand what generic strategies can be used to attain competitive advantage.
Teaching Aids (if any)	a.Chalk and Talk b. PPT
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What is a strategy ? What is porters generic business strategy ? Purpose of these strategies with examples. <p>Development (30 minutes) Understand the concept of porters generic business strategies. Analyse the importance of it. Analyse the types of generic strategies used.</p> <p>2. Exercise (5 minutes) – Asking questions on the topic</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading- Azhar Kazmi, Adela</p> <p>3. Homework</p> <ul style="list-style-type: none">- Go through the PPTS <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>2.Classroom quiz</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



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Lesson Plan No. 5.1	Course Name: Strategic Management Topic: Strategic evaluation	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Strategic evaluation b. select the appropriate strategic evaluation. c. illustrate the nature of strategic evaluation. d. appreciate advantages of Strategic evaluation.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions. What is a strategy? What is evaluation? What is the role of evaluation in your daily life?2. Development (30 minutes) Understanding of strategic evaluation. Strategic evaluation and relevance. Strategic evaluation and its nature3. Exercise (5 minutes) – Asking questions on the topic
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading- Azhar Kazmi, Adela3. Homework<ul style="list-style-type: none">- Go through PPT <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Classroom quiz <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 5.2	Course Name: Strategic Management Topic: Strategic evaluation	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Strategic evaluation b. select the appropriate strategic evaluation. c. illustrate the nature of strategic evaluation. d. appreciate advantages of Strategic evaluation. e. Understand the process of strategic evaluation.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes) - Ask questions. What is a strategy? What is evaluation? What is the role of evaluation in your daily life? How does strategic evaluation work?2. Development (30 minutes) Understanding of strategic evaluation. Strategic evaluation and relevance. Strategic evaluation and its nature Process of strategic evaluation.3. Exercise (5 minutes) – Asking questions on the topic
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading- Azhar Kazmi, Adela3. Homework - Go through PPT <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Classroom quiz



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Lesson Plan No. 5.3	Course Name: Strategic Management Topic: Rumelt's criteria of strategic evaluation	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Strategic evaluation b. select the appropriate strategic evaluation. c. illustrate the nature of strategic evaluation. d. appreciate advantages of Strategic evaluation. e. Understand the process of strategic evaluation.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions. What is a strategy? What is evaluation? What is the role of evaluation in your daily life? How does strategic evaluation work?2. Development (30 minutes) Understanding of strategic evaluation. Strategic evaluation and relevance. Strategic evaluation and its nature Process of strategic evaluation. Understanding Rumelt's criteria of strategic evaluation.3. Exercise (5 minutes) – Asking questions on the topic
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading- Azhar Kazmi, Adela3. Homework<ul style="list-style-type: none">- Go through PPT <p>Spend 5 minutes to wrap up and consolidate the learnings</p>



Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Classroom quiz <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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Lesson Plan No. 5.4	Course Name: Strategic Management Topic: Characteristics of an effective evaluation system	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Strategic evaluation b. select the appropriate strategic evaluation. c. illustrate the nature of strategic evaluation. d. Understand characteristics of an effective evaluation.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions. What is a strategy? What is evaluation? What is the role of evaluation in your daily life? How does strategic evaluation work? What are the characteristics of an effective evaluation system?2. Development (30 minutes) Understanding of strategic evaluation. Strategic evaluation and relevance. Characteristics of an effective evaluation system.3. Exercise (5 minutes) – Asking questions on the topic
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading- Azhar Kazmi, Adela3. Homework<ul style="list-style-type: none">- Go through PPT <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.



	2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents
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Lesson Plan No. 5.5	Course Name: Strategic Management Topic: Balanced scorecard for evaluating strategies	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Strategic evaluation b. select the appropriate strategic evaluation. c. illustrate the nature of strategic evaluation. d. Understand Balanced scorecard for evaluating strategies.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions. What is a strategy? What is evaluation? What is the role of evaluation in your daily life? How does strategic evaluation work? What is a balanced scorecard for evaluating strategies?2. Development (30 minutes) Understanding of strategic evaluation. Strategic evaluation and relevance. Balanced scorecard for evaluating strategies.3. Exercise (5 minutes) – Asking questions on the topic
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading- Azhar Kazmi, Adela3. Homework<ul style="list-style-type: none">- Go through PPT <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.



	2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents
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Lesson Plan No. 5.6	Course Name: Strategic Management Topic: Role of auditing in strategic evaluation	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Strategic evaluation b. select the appropriate strategic evaluation. c. Illustrate the role of auditing in strategic evaluation.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions. What is a strategy? What is evaluation? What is the role of evaluation in your daily life? How does strategic evaluation work? What is the role of auditing in strategic evaluation?2. Development (30 minutes) Understanding of strategic evaluation. Strategic evaluation and relevance. Role of auditing in strategic evaluation.3. Exercise (5 minutes) – Asking questions on the topic
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading- Azhar Kazmi, Adela3. Homework<ul style="list-style-type: none">- Go through PPT <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Classroom quiz <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



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Lesson Plan No. 5.7	Course Name: Strategic Management Topic: 21st century issues in strategic management	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Strategic evaluation b. select the appropriate strategic evaluation. c. Illustrate the issues in strategic management being faced by the 21 st century.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions. What is a strategy? What is evaluation? What is the role of evaluation in your daily life? What are the issues in 21st century in strategic management?2. Development (30 minutes) Understanding of strategic evaluation. Strategic evaluation and relevance. Issues in 21st century in strategic management3. Exercise (5 minutes) – Asking questions on the topic
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading- Azhar Kazmi, Adela3. Homework<ul style="list-style-type: none">- Go through PPT <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Classroom quiz <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>