



Lesson Plan No. 1	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Introduction to Strategic Management	

Objectives	At the end of the lesson the student shall be able to: a. Define strategic management and its importance. b. Understand the key components of the strategic management process. c. Identify the levels of strategy formulation. d. Differentiate between strategy and policy. e. Analyze the benefits and challenges of strategic management.
Teaching Aids (if any)	a. Power point Presentation
Teaching Development	1. Introduction (5 minutes) - Ask questions - Impact analysis: Facilitate a discussion on how to analyze the impact of identified environmental factors. - What is the strength of the factor (significant, moderate, minor) - Is the impact positive, negative, or neutral - What is the timing of the impact (immediate, long-term) - How can the company leverage opportunities or mitigate threats - What is Strategic Management What is the significance of Strategic Management - Introduce the concept of Strategic Management - Introduce the formal definition of Strategic Management. - Discuss the key benefits of strategic management for organizations - Increased focus and clarity - Improved performance and competitive advantage - Enhanced adaptability and resilience - Stronger stakeholder engagement 2. Development (30 minutes) - Introduction - Define Strategic Management - Highlight the important characteristics and its relevance - Purpose of studying Strategic Management - Meaning of Strategy - Impact analysis: Facilitate a discussion on how to analyze the impact of identified environmental factors. - What is the strength of the factor (significant, moderate, minor) - Is the impact positive, negative, or neutral - What is the timing of the impact (immediate, long-term) - How can the company leverage opportunities or mitigate threats Video Link



	<p>https://www.youtube.com/watch?v=_BajRnOCSKk</p> <p>Exercise (5 minutes) – Think pair Share -What is the biggest challenge a company might face in implementing its strategic plan? -Students think individually, then discuss in pairs, and finally share their thoughts with the class.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Syllabus.3. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi <p>https://www.techtarget.com/searchcio/definition/strategic-management</p> <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. Quiz3. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 2	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Strategic Decision Making	

Objectives	At the end of the lesson the student shall be able to: a. Define strategic decision making and its importance in business. b. Identify key frameworks and models for strategic decision making. c. Apply these frameworks to analyze realistic business scenarios. d. Develop critical thinking and problem-solving skills in a strategic context.
Teaching Aids (if any)	a. Power Point Presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask students to share examples of strategic decisions they encounter in their daily lives or have read about in the news.- Discuss different types of issues related to Strategic Decision Making- Explain the difference between operational and strategic decisions, emphasizing the long-term impact and future-oriented nature of strategic choices.- Discuss how strategic decisions shape the overall direction, competitive advantage, and success of an organization.- Briefly mention potential consequences of poor strategic decisions.2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- The Perspectives Schools- Define and discuss Perspective Schools, such as the Classical School, Behavioral School, and Systems School.- Explain the key principles and characteristics of each school.- The Descriptive Schools- Introduce Descriptive Schools, including the Environmental School, Evolutionary School, and Configuration School.- Explore how these schools focus on describing and understanding the external environment and organizational evolution.- The Integrative School- Discuss the Integrative School, which seeks to combine elements from various perspectives.- Highlight how an integrative approach can provide a more holistic view of strategy formulation.<p>Exercise – (5 Minutes) Think-Pair-Share</p><ul style="list-style-type: none">- Pose a quick strategic decision-making question related to a



	<p>current market trend or business news headline.</p> <ul style="list-style-type: none">- Give students time to think individually, then pair up to discuss their perspectives, and finally share key points with the whole class.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Syllabus.3. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi https://www.nickols.us/strategic_decision_making.pdf <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. Google form Quiz3. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 3	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Elements in Strategic Management Process	

Objectives	At the end of the lesson the student shall be able to: a. Define strategic management and its key elements. b. Understand the interconnectivity of the elements in the strategic management process. c. Identify and analyze the different stages of the strategic management process. d. Apply their knowledge to real-world scenarios through activities and discussions.
Teaching Aids (if any)	a. Power Point Presentation
Teaching Development	1. Introduction (5 minutes) - Ask questions What is the Strategic Management Process What is the relevance of these strategic management models - Introduce different types of models of strategic management - Talk about different types of models and its relevance in business - Provide a clear definition of the strategic management process. - Emphasize its role in guiding organizations in setting objectives, making decisions, and allocating resources effectively. Development (30 minutes) a) Introduction - Process of Strategic Management - Break down the strategic management process into logical and sequential steps. - Emphasize the cyclical nature of the process. - Highlight the number of logical and sequential steps b) Basis on which models are classified - Break down the strategic management process into logical and sequential steps. - Emphasize the cyclical nature of the process. - Discuss the key steps in the strategic management process:



	<ul style="list-style-type: none">- Environmental analysis- Strategy formulation- Strategy implementation- Strategy evaluation <p>Exercise (5 Minutes)</p> <ul style="list-style-type: none">- Think Pair Share <p>Divide students into groups and ask them to analyze a provided case study or real-world example using the strategic management framework (vision, SWOT, objectives, strategies).</p> <ul style="list-style-type: none">- Each group discusses their findings, then shares with the class.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi https://static.careers360.mobi/media/uploads/froala_editor/files/Strategic-Management-Process_qXvpTMe.pdf <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 4	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Strategic Intent	

Objectives	<p>At the end of the lesson the student shall be able to:</p> <ol style="list-style-type: none"> Define strategic intent and understand its role in organizational success. Identify the key characteristics of effective strategic intent. Differentiate strategic intent from mission and vision statements. Analyze case studies to evaluate the application of strategic intent. Develop personal strategic intent statements.
Teaching Aids (if any)	<ol style="list-style-type: none"> Ppt presentation
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 Strategic Intent What is the relevance of Strategic Intent in business? Introduce the concept of Strategic Intent Introduce the formal definition of Strategic Intent Briefly discuss a successful company known for its strong strategic intent (e.g., Amazon, Apple). Ask students what they believe contributed to the company's success. Explain the definition of strategic intent, highlighting its focus on ambition, differentiation, and enduring inspiration. Emphasize its distinction from mission and vision statements. Discuss the key characteristics of effective strategic intent, such as ambition, focus, flexibility, and coherence. Provide examples for each characteristic. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Define Strategic Intent Highlight the important characteristics and its relevance Examples pertaining to understanding of Strategic Intent Daring: Ambitious and stretching beyond current capabilities. Releasable: Can be translated into actionable strategies and goals. Evolving: Adaptable to changing circumstances. Ambiguous: Provides space for individual interpretation and creativity. Motivational: Inspires commitment and action from all stakeholders. Address the challenges of developing and implementing a strong strategic intent, such as maintaining focus, adapting to change, and aligning employee actions. Emphasize the benefits of a clear strategic intent, such as increased motivation, direction, clarity, and competitive advantage. Developing Strategic Intent: Through the process of developing their



	<p>own strategic intent statements.</p> <ul style="list-style-type: none">- Individual Reflection: Provide time for individual reflection on personal aspirations, values, and desired impact.- Group Discussion: Facilitate a small group discussion where students share their initial thoughts and receive feedback.- Crafting the Statement: Guide students in crafting their individual strategic intent statements using the key characteristics discussed earlier. <p>Exercise (5 minutes) –</p> <p>Summarizing</p> <ul style="list-style-type: none">- Briefly summarize the key takeaways from the lesson, emphasizing the importance of crafting and pursuing a strong strategic intent.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi "How to Formulate Winning Strategic Intent" by McKinsey & Company https://www.researchgate.net/publication/349130046_Understanding_the_Concept_of_Strategic_Intent <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 5	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Concept of Stretch, Leverage and Fit	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none">Define and understand the terms stretch, leverage, and fit in the context of strategic management.Explain the relationship between these concepts and their importance in formulating effective strategies.Analyze real-world scenarios using the stretch, leverage, and fit framework.Develop critical thinking and communication skills through collaborative activities.
Teaching Aids (if any)	<ol style="list-style-type: none">Ppt presentation
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">Ask questionsWhat is StretchWhat is LeverageWhat is FitTalk about difference between Stretch, Leverage and FitBriefly introduce a company that has successfully achieved its ambitious goals.Define stretch, leverage, and fit, highlighting their individual meanings and interconnections.Emphasize how these concepts relate to achieving a company's strategic intent.Development (30 minutes)<ol style="list-style-type: none">Introduction<ul style="list-style-type: none">Stretch: Discuss the importance of setting ambitious goals, pushing boundaries, and fostering innovation.Analyze the potential risks and how to mitigate them.Leverage: Explore different ways to maximize existing resources, build competencies, and create synergies.Discuss the importance of resource allocation and prioritization.Fit: Explain the significance of aligning strategy with external environment and internal capabilities.Analyze the advantages of a balanced approach and potential pitfalls of over-adapting.Explain how these concepts work together to create a successful strategy.Emphasize the dynamic interplay between them.



	<ul style="list-style-type: none">- Discuss the importance of having ambitious goals that push the organization beyond its current capabilities.- Explore the risks and benefits of stretching.- Use examples of companies that overstretched or achieved success through bold goals. <p>Exercise (5 minutes)</p> <ul style="list-style-type: none">- SWOT analysis: Students can perform a SWOT analysis of a chosen company to identify opportunities for stretch, leverage, and fit.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Syllabus.3. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi <p>https://www.toppers4u.com/2021/12/concept-of-stretch-leverage-and-fit-in.html</p> <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. Google form Quiz3. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 6	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Vision	

Objectives	At the end of the lesson the student shall be able to: a. Define vision in the context of strategic management. b. Understand the importance of a clear vision statement. c. Identify key characteristics of effective vision statements. d. Analyze real-world company vision statements. e. Develop a draft vision statement for a chosen organization.
Teaching Aids (if any)	a. Power point presentations
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions What is vision- Why vision is important?- Introduce the concept of Vision- Introduce the formal definition of vision- Discuss the key characteristics of an effective vision statement, such as being aspirational, inspiring, achievable, clear, concise, and time-bound.- Share and analyze real-world company vision statements (e.g., Google, Tesla, Patagonia).- Use guiding questions like: What makes these statements effective? Do they align with the characteristics discussed?2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Define Vision- Highlight the important characteristics and its relevance- Purpose of vision in the organizations- Explain the 5 C's of effective vision statements: Concise, Clear, Compelling, Coherent, and Contextual. Use examples and counter-examples to illustrate each.b) Vision<ul style="list-style-type: none">- Nature of Vision- The Benefits of having a Vision- Process of Envisioning- Define vision in strategic management as a future-oriented aspiration that guides an organization's long-term direction and motivates stakeholders.- Differentiate it from mission and values. Highlight the importance of a clear vision in setting strategic goals and making decisions.



	<ul style="list-style-type: none">- Analyse successful vision statements from well-known companies like Apple, Tesla, and Patagonia.- Discuss how these statements embody the key characteristics and contribute to long-term success. <p>Exercise (5 minutes) – Think pair Share Ask students to think individually about a chosen organization (real or fictional) and draft a vision statement for it.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Syllabus.3. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi https://dspmuranchi.ac.in/pdf/Blog/6.%20Vision.pdf <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 7	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Mission	

Objectives	At the end of the lesson the student shall be able to: a. Define and understand the concept of a mission statement in strategic management. b. Identify the key components of a good mission statement. c. Analyze real-world mission statements and evaluate their effectiveness. d. Develop a draft mission statement for a chosen organization.
Teaching Aids (if any)	a. Power Point Presentation
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions What is a Mission What is the relevance of Mission in Business Organization- Introduce the concept of Mission- Why is a mission statement important for an organization?- What are the benefits of having a clear and concise mission statement?- How can a mission statement guide decision-making?- What are some examples of strong and weak mission statements?Development (30 minutes)<ol style="list-style-type: none">Introduction<ul style="list-style-type: none">- Define Mission- Highlight the characteristics of Mission Statement- Discuss with examples.Understand the importance of a strong mission statement in strategic management.<ul style="list-style-type: none">- Identify the key components of a well-crafted mission statement.- Analyze the effectiveness of real-world mission statements.- Develop a concise and impactful mission statement for a given scenario.Exercise (5 minutes) –<ul style="list-style-type: none">- Assign homework related to the topic, such as analysing a specific company's mission statement or writing a mission statement for a local organization.



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi https://www.amity.edu/abs/abr/pdf/Vol%2014%20No.2/8.pdf 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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 8	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Environmental Scanning	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none">Define environmental scanning and its importance in strategic management.Identify the different components of the internal and external environment.Explain the approaches to environmental scanning.Apply environmental scanning techniques to a real-world case study.
Teaching Aids (if any)	<ol style="list-style-type: none">Ppt presentation
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">Ask questions What is Environmental Scanning What is the relevance of Environmental ScanningIntroduce the concept Environmental Scanning.Talk about different characteristics of environmentDefine environment scanning and its significance in strategic decision-making.Briefly explain the dynamic nature of the business environment and the need for continuous monitoring.Development (30 minutes)<ol style="list-style-type: none">Introduction<ul style="list-style-type: none">Define Environmental SectorsHighlight the important characteristics and its relevanceDiscuss key internal factors like resources, capabilities, organizational culture, and financial performance.Briefly introduce the three main approaches: systematic, ad-hoc, and proactive. Highlight the advantages and disadvantages of each approach.Explain the PESTLE framework (Political, Economic, Social, Technological, Legal, Environmental) to categorize external factors. Provide additional examples of relevant industry trends and competitor insights.Describe different tools and methods for gathering information (e.g., industry reports, competitor analysis, social media monitoring, expert interviews).Discuss the importance of critical thinking and evaluating information sources for accuracy and bias.Present examples of how external factors like changing regulations or emerging technologies can create opportunities or threats.



	<ul style="list-style-type: none">- Exercise (5 minutes) – Summarizing: Briefly summarize the key takeaways from the lesson, emphasizing the importance of ongoing environmental scanning for effective strategic management.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the questions from the Syllabus. Suggested Reading3. https://www.gurunanakcollege.edu.in/files/commerce-management/strategic-management-unit-3.pdf4. https://www.gurunanakcollege.edu.in/files/commerce-management/strategic-management-unit-3.pdf5. https://gyansanchay.csjmu.ac.in/wp-content/uploads/2022/09/Economic-Systems-Capitalism-Socialism.pdf Strategic Management by Azhar Kazmi Adela Kazmi <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 9	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Appraising the Environment	

Objectives	At the end of the lesson the student shall be able to: a. Define internal and external environment. b. Provide examples of key factors within each environment (e.g., internal: resources, capabilities, organizational culture; external: economic trends, industry competition, regulations). c. Briefly introduce the SWOT and PESTLE frameworks.
Teaching Aids (if any)	a. Power point presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions- Briefly discuss a recent news story or event that highlights the impact of the environment on a business.- Ask students how this event could affect the long-term strategy of the company.- Introduce the concept of environmental appraisal and its significance in strategic management.- Explain how understanding the environment helps organizations identify opportunities, minimize threats, and make informed strategic decisions.2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Define Factors affecting the Appraisal- Highlight the important characteristics and its relevance- Purpose of Identifying the Environmental Factors.- Essentials of Structuring the Environmental Appraisal- Meaning of Environmental Appraisal- Essentials of Environment Appraisal- Strategist Related Factors- Meaning- Organization Related Factors- Discuss key internal factors impacting strategy (e.g., financial resources, human capital, technology, organizational structure).- Encourage students to identify specific strengths and weaknesses within each category.- Discuss the impact of each factor on the chosen company/industry (e.g., government regulations, economic trends, technological advancements, social media influence). <p>Exercise (5 minutes) –</p> <p>Think-Pair-Share:</p> <p>Divide students into pairs and ask them to choose a real-world</p>



	<p>company.</p> <p>Each pair should identify 2-3 key opportunities and threats the company faces based on the external environment.</p> <p>Encourage sharing and discussion within the pairs before sharing responses with the class.</p> <p>Encourage students to apply the learned frameworks to analyze their own chosen companies/industries.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Syllabus.3. Suggested Reading4. https://egyankosh.ac.in/bitstream/123456789/7745/1/Unit-4.pdf5. https://www.gurunanakcollege.edu.in/files/commerce-management/strategic-management-unit-3.pdf Strategic Management by Azhar Kazmi Adela Kazmi <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 10	Course Name: Strategic Management Topic: Environmental Scanning (II)	Course No.: MBA-201
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Objectives	At the end of the lesson the student shall be able to: a. Define and explain the concept of environmental scanning in strategic management. b. Identify the different levels of the environment (general, industry, and internal). c. Analyze tools and frameworks for conducting environmental scanning.
Teaching Aids (if any)	a. Power point Presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions What is Environmental Scanning- What is the relevance of both in business?- Introduce the concept of Environmental Skills- Talk about factors to be considered for Environmental Scanning- Introduce the approaches to Environmental Scanning2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Define approaches to Environmental Scanning- Highlight the important characteristics and its relevance- Sources of Information for Environmental Scanningb) Meaning of Method and Techniques Used for Environmental Scanning<ul style="list-style-type: none">- Pitfalls in Environmental Scanning- Appraising the Environmental- Explain the importance of filtering and analyzing collected information to identify key trends, emerging issues, and potential opportunities and threats.- Briefly introduce tools like SWOT analysis to help with strategic decision-making based on environmental insights.- Impact analysis: Facilitate a discussion on how to analyze the impact of identified environmental factors. Consider questions like:<ul style="list-style-type: none">- What is the strength of the factor (significant, moderate, minor)?- Is the impact positive, negative, or neutral?- What is the timing of the impact (immediate, long-term)?



	<p>- How can the company leverage opportunities or mitigate threats? Exercise (5 minutes) –</p> <p>Summarizing</p> <p>Briefly summarize the key points of the lesson: the importance of environmental scanning, components of the environment, techniques for gathering information, and analysis and interpretation for strategic decision-making.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Syllabus.3. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi https://www.gurunanakcollege.edu.in/files/commerce-management/strategic-management-unit-3.pdf <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 11	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Dynamics of Internal Environment	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Identify and understand key internal factors influencing an organization's strategic direction. Analyze the impact of internal dynamics on a company's competitive advantage. Apply frameworks to assess internal strengths and weaknesses. Participate in discussions and collaborative activities to analyze internal environments.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> Ask questions What is Organizational Resources What is the relevance of Organizational Behaviour Introduce Synergistic effects Explain with the help of diagram Briefly introduce the concept of internal dynamics in strategic management, emphasizing its role in shaping strategic choices. Talk about Competencies, Core Competencies and Distinctive Competencies 2. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Define Organizational Capability Highlight Organizational Capability factors Methods and Techniques used for Organizational Appraisal Discuss the importance of understanding internal dynamics for: <ul style="list-style-type: none"> Identifying strengths and weaknesses Aligning strategy with internal capabilities Managing change effectively Building a sustainable competitive advantage Structured Organizational Appraisal Introduce and discuss key internal factors influencing strategy, such as: <ul style="list-style-type: none"> Organizational structure and culture Human resources and capabilities Financial resources and performance Technology and innovation



	<ul style="list-style-type: none">- Operations and supply chain- Interactive discussion: Use think-pair-share to have students identify specific examples of how each factor can impact a company's strategy.- VRIO framework: Introduce the VRIO framework (Valuable, Rare, Inimitable, and Organized) for assessing internal resources and capabilities. Exercise (5 minutes) – Think Pair Share
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Syllabus.3. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi https://tyonote.com/internal_environment_analysis/ 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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 12	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Corporate Level Strategies	

Objectives	At the end of the lesson the student shall be able to: a. Define and explain different corporate-level strategies (expansion, diversification, vertical integration, horizontal integration, and joint ventures). b. Analyze the key drivers and considerations for choosing a corporate-level strategy. c. Evaluate the strategic implications of different corporate-level strategies using real-world examples. d. Participate in collaborative activities and discussions to apply strategic thinking.
Teaching Aids (if any)	a. Power point Presentation
Teaching Development	1. Introduction (5 minutes) - Ask questions - What are Corporate level Strategies - What are different types of Corporate Level Strategies - Briefly introduce the concept of corporate-level strategies, emphasizing their focus on the overall direction and scope of the organization. - How organizations employ concentration strategies - Talk about different types of Companies - Introduce the basis of different kinds of Corporate Level Strategies - Development (30 minutes) a) Introduction - Introduce meaning of different types of Corporate level Strategies - Highlight the basics of Corporate level Strategies - Briefly explain the five main types of corporate-level strategies: - Expansion: Growing within the existing industry and product line. - Diversification: Entering new industries or product lines. - Vertical integration: Acquiring control over upstream or downstream activities. - Horizontal integration: Acquiring or merging with competitors. - Joint ventures: Partnering with another company for specific ventures. b) Meaning of Different types of Corporate level Strategies



	<ul style="list-style-type: none">- Difference between Corporate level Strategy and Business level Strategy- Emphasize the dynamic nature of business environments and the ongoing need for organizations to revisit and adapt their corporate-level strategies to remain competitive. <p>Exercise (5 minutes) –</p> <p>One-minute paper</p> <ul style="list-style-type: none">- Ask students to write a one-minute reflection on the following prompt- Briefly explain how it could be applied to a specific company or industry."
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Syllabus.3. Suggested Reading https://www.edureka.co/blog/corporate-level-strategies/ <p>Strategic Management by Azhar Kazmi Adela Kazmi</p> <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 13	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Business Level Strategies	

Objectives	<p>At the end of the lesson the student shall be able to:</p> <ol style="list-style-type: none"> Define and explain different business-level strategies (cost leadership, differentiation, focus). Analyze the competitive landscape to identify suitable strategies. Apply frameworks to evaluate the effectiveness of chosen strategies. Participate in class discussions and collaborative activities to practice strategic thinking.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power point Presentation
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) <ul style="list-style-type: none"> Ask questions What is the process of formation of business level strategies Introduce the concept of positioning of business level strategies Briefly introduce the concept of business-level strategies, emphasizing their focus on competing within a specific industry or product segment. Explain generic business strategies Talk about the relevance of different stages in the formation of business level strategies Introduce the competitive advantage and competitive scope Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduce the three main business-level strategies: <ul style="list-style-type: none"> Cost leadership: Achieving the lowest overall cost compared to competitors. Differentiation: Offering unique value propositions to stand out from competitors. Focus: Targeting a specific niche market or customer segment. How different business-level strategies can be best suited to different competitive environments (e.g., cost leadership for fragmented industries, differentiation for value-seeking customers). Conditions under which these strategies are used <ul style="list-style-type: none"> Integration of Cost Leadership and Differentiation Introduce frameworks like Porter's Five Forces and Value Chain analysis to help assess the competitive environment and choose appropriate strategies. Emphasize the ongoing importance of analyzing the competitive landscape and adapting business-level strategies for sustainable



	<p>success.</p> <p>Exercise (5 minutes) –</p> <p>One-minute paper:</p> <p>Distribute one-minute papers asking students to explain their understanding of a chosen business-level strategy and provide an example of a company successfully implementing it.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Syllabus.3. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi https://strategyjourney.com/business-level-strategies-what-are-they-how-to-use-it/ <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 14	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Tactics of Business Strategies	

Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Define and explain the concept of business strategy tactics. b. Identify different types of tactics and their role in implementing strategies. c. Analyze the relationship between strategies and tactics. d. Develop and assess tactical options for various strategic approaches. e. Participate in class discussions and collaborative activities to practice tactical thinking.
Teaching Aids (if any)	a. Power point presentation
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> - Ask questions What is the concept of tactics of formation of business level strategies - Introduce the concept of business strategy tactics, emphasizing their role in translating broad strategies into concrete actions. - Introduce the concept of Timing tactics - Explain generic business strategies - Talk about the relevance of different types of Tactics of business level strategies - Introduce the First Movers and late movers 2. Development (30 minutes) <ol style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> - Briefly explain different types of tactics, such as: <ul style="list-style-type: none"> - Marketing tactics: Pricing, promotions, distribution channels. - Operational tactics: Production processes, inventory management, employee scheduling. - Financial tactics: Budgeting, cost control, investment strategies. - Human resource tactics: Recruitment, training, performance management. - Exercise (5 minutes) – Summarizing <p>Briefly summarize the importance of tactics in strategy execution, different types of tactics, and their alignment with strategic objectives.</p>



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Syllabus.3. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 15	Course Name: Strategic Management Topic: Business Strategies for Different Industry Conditions	Course No.: MBA-201
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none">a. Identify and understand different industry life cycles (growth, maturity, decline).b. Analyze how industry life cycle stages influence appropriate business strategies.c. Explain different generic business strategies (cost leadership, differentiation, focus).d. Apply strategic frameworks to analyze real-world scenarios.e. Participate in discussions and collaborative activities to hone strategic thinking skills.
Teaching Aids (if any)	<ul style="list-style-type: none">a. Power point presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions What is Embryonic Stage- Briefly introduce the concept of industry life cycles (growth, maturity, decline) and their impact on business strategy.- Show examples of real-world companies at different stages of their industry life cycles.- Introduce the Growth Stage- Talk about the relevance of Maturity Stage and decline Stage- Introduce the concept of Decline Stage2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Discuss the relationship between industry life cycle stages and appropriate business strategies. Use a table or diagram to illustrate key points.- Growth: Strategies like market share expansion, product diversification, and aggressive marketing.- Maturity: Strategies like cost leadership, product differentiation, and niche focus.- Decline: Strategies like harvesting assets, downsizing, or diversification into new industries.b) Leveraging Organization Specific Advantages for Businesses<ul style="list-style-type: none">- Introduce the three main generic business strategies:- Cost leadership: Minimizing costs to offer the lowest price in the market.- Differentiation: Creating unique value propositions to stand out



	<p>from competitors.</p> <ul style="list-style-type: none">- Focus: Serving a specific niche market with tailored offerings. <p>Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Think Pair Share
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Syllabus.3. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi <p>https://www.blackwellpublishing.com/content/GrantContemporaryStrategyAnalysis/6th_Edition/CSAC10.pdf</p> <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 16	Course Name: Strategic Management Topic: Strategic Analysis and Choice	Course No.: MBA-201
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Objectives	At the end of the lesson the student shall be able to: a. Define strategic analysis and its role in strategic management. b. Identify key internal and external factors impacting strategic choice. c. Understand different frameworks for analyzing strategic position. d. Develop critical thinking and decision-making skills in a strategic context.
Teaching Aids (if any)	a. Power point presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions What is Strategic choice- Introduce the concept of strategic choice- Explain the process of strategic choice- Briefly introduce the concept of strategic analysis and its role in developing effective strategies. Highlight the key components of internal and external analysis.- Talk about the relevance of evaluation to strategic Choice2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Strategic Choice- Analysing the Strategic Choice- Introduce frameworks like SWOT and IFE Matrix to identify internal strengths, weaknesses, and their impact on strategy.- Use real-world examples to illustrate how companies leverage strengths and address weaknesses.- Encourage discussion on internal capabilities and resource constraints.b) Evaluating the strategic Alternatives<ul style="list-style-type: none">- Introduce tools like PESTEL and Five Forces Analysis to assess industry attractiveness and competitive landscape.- Discuss the impact of key external factors (political, economic, social, technological, environmental, legal) on strategic decisions.- Facilitate brainstorming potential opportunities and threats based on the analysis.- Briefly introduce frameworks like SPACE Matrix and TOWS



	<p>Matrix to help with strategic decision-making.</p> <ul style="list-style-type: none">- Explain how these frameworks integrate internal and external analysis to inform strategy selection.- Guide students through applying a chosen framework to a real-world case study. <p>Exercise (5 minutes) –</p> <ul style="list-style-type: none">- One-Minute Paper Briefly ask students to summarize the key takeaways from the lesson in one minute and share any questions they may have.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Syllabus.3. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 17	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Strategic Analysis	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> understand the concept of strategic Analysis articulate the relevance of tools and Techniques for Strategic Analysis Corporate Portfolio Analysis
Teaching Aids (if any)	<ol style="list-style-type: none"> Power point Presentation
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) <ul style="list-style-type: none"> Ask questions What is Strategic Analysis Introduce the concept of tools and Techniques for Strategic Analysis Briefly define strategic analysis and its role in strategic management. Highlight its importance in understanding the competition, market trends, and opportunities/threats. Talk about Corporate Portfolio Analysis Introduce the concept of General electric Nine cell Matrix Discuss the key benefits of conducting thorough strategic analysis, such as identifying strategic gaps, aligning resources, and achieving competitive advantage. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Concept of Corporate Parenting Analysis SWOT Analysis Explain the concept of internal analysis and its focus on assessing an organization's strengths and weaknesses. Introduce key internal factors like resources, capabilities, organizational structure, culture, and financial performance. Utilize interactive activities like group brainstorming to identify strengths and weaknesses in a chosen company. Experience curve Analysis <ul style="list-style-type: none"> Explain the concept of external analysis and its focus on understanding the competitive landscape and broader environment. Introduce key external factors like industry trends, competitor analysis, political landscape, economic conditions, social factors, and technology (PESTLE framework). Briefly introduce popular strategic analysis tools like SWOT (Strengths, Weaknesses, Opportunities, Threats) and Porter's Five Forces. Provide a concise overview of how these tools can be used to



	<p>synthesize internal and external factors and inform strategic decision-making.</p> <p>Exercise (5 minutes) –</p> <p>Think Pair Share</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Syllabus.3. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi https://scholar.harvard.edu/files/nithingeerddy/files/starbucks_case_analysis.pdf <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 18	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Industry Analysis	

Objectives	At the end of the lesson the student shall be able to: a. Define industry analysis and its importance in strategic management. b. Understand the key frameworks for industry analysis, including Porter's Five Forces and PESTEL analysis. c. Apply industry analysis techniques to a real-world case study.
Teaching Aids (if any)	a. Power point presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions What is Industry Analysis- Introduce the concept of Porter's Five Forces Model of Competition in an Industry- Explain different features of Competition in Industry- Talk about the purpose of Industry Analysis- Define industry analysis and explain its importance in helping businesses make strategic decisions. Briefly mention the key benefits of effective industry analysis.2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Bargaining Power of Buyers- Bargaining power of suppliers- Threat of new entrants- Threat of substitute productsb) Purpose of Industry Analysis in the context of Strategic Choice<ul style="list-style-type: none">- Explain each of the five forces (threat of new entrants, bargaining power of suppliers, bargaining power of buyers, threat of substitutes, competitive rivalry).- Use diagrams or visuals to illustrate the interrelationships between the forces.- Provide real-world examples of how each force can impact profitability.- Briefly explain the factors included in PESTEL (political, economic, social, technological, environmental, legal). Discuss how each factor can influence an industry's growth, competition, and regulations. <p>Exercise (5 minutes) –</p>



	<p>- Summarize Briefly review the main concepts covered in the lesson.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Syllabus.3. Suggested Reading ‘Industry Analysis: A Framework for Understanding Your Competition’ by Harvard Business Review: https://hbsp.harvard.edu/product/2572BC-PDF-ENG Strategic Management by Azhar Kazmi Adela Kazmi 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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 19	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Strategic Groups' Analysis	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> a. understand the concept procedure of Competitor Analysis b. articulate the relevance of Competitor Analysis
Teaching Aids (if any)	<ol style="list-style-type: none"> a. Power point presentation
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> - Ask questions - Components of Competitor Analysis - Introduce the concept of subjective factors in Strategic Choice - Briefly discuss a recent news article where competition within an industry was a key factor. What insights could strategic group analysis offer in such situations? - Talk about the basis of commitment to past Strategic Actions 2. Development (30 minutes) <ol style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> - Strategist's Decision Styles and Attitude to Risk - Internal political Consideration - Consideration for Governmental Policies - Consideration for Corporate Citizenship Obligation - Explain the key dimensions used to define strategic groups, such as target market, product features, pricing strategy, and technology utilization. - Discuss Porter's five forces framework and how it relates to strategic groups analysis. - Contingency Strategies Exercise (5 minutes) – One-Minute Paper - Briefly ask students to reflect on: "What was the most valuable learning from today's session?" and "How can you apply strategic group analysis to your own career or field of interest?"



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Syllabus.3. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi https://thestrategy.com/blog/strategic-group-analysis/ <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 20	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Strategic Plan	

Objectives	At the end of the lesson the student shall be able to: a. Define and understand the purpose of a strategic plan. b. Identify the key components of a well-developed strategic plan. c. Recognize the importance of conducting an internal and external analysis. d. Develop critical thinking and problem-solving skills through collaborative activities.
Teaching Aids (if any)	a. Power point presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions What is the concept of Strategic plan- Introduce the concept of Strategic plans in Indian organizations- Introduce the concept of a strategic plan, highlighting its role in providing direction, navigating challenges, and achieving goals.- Use clear examples and relatable scenarios to make the concept accessible.- Talk about the basis of Communicating the Strategic plans2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Clear Statement of Strategic intent- Sustainability of goals and policies- Results of Environment Appraisal- Results of Organizational AppraisalExplain the core elements of a strategic plan:<ul style="list-style-type: none">- Vision: Aspirational picture of the future state.- Mission: Purpose and reason for existence.- Values: Guiding principles that define the organization's culture.- Goals: Specific and measurable objectives.- Strategies: The "how" to achieve the goals.Introduce the SWOT framework for internal and external analysis:<ul style="list-style-type: none">- Strengths: Internal capabilities and resources.- Weaknesses: Internal limitations and disadvantages.- Opportunities: External factors that can be leveraged.- Threats: External challenges that need to be addressed.Guide students through a simplified SWOT exercise as a class or in small groups, focusing on a specific industry or case study. Exercise (5 minutes) –- Summarizing Briefly summarize the key takeaways from the lesson in your own words.



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Syllabus.3. Suggested Reading https://www.shivajicollege.ac.in/sPanel/uploads/econtent/0c4aa4eaede8c729407f5adddef3d934.pdf Strategic Management by Azhar Kazmi Adela Kazmi 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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 21	Course Name: Strategic Management Topic: SWOT Analysis, BCG Matrix	Course No.: MBA-201
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Objectives	At the end of the lesson the student shall be able to: a. Define and understand the key concepts of SWOT Analysis and BCG Matrix. b. Apply SWOT Analysis and BCG Matrix to real-world business scenarios. c. Develop critical thinking and strategic decision-making skills.
Teaching Aids (if any)	a. Power point presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions What is SWOT Analysis What is the relevance of SWOT in business?- Introduce the concept of BCG Matrix- Talk about SWOT and its importance in business.- Briefly discuss the importance of strategic analysis in business success.- Ask students to share real-world examples of companies facing challenges or opportunities.Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Define SWOT Analysis and BCG Matrix- Define SWOT (Strengths, Weaknesses, Opportunities, Threats) and explain its purpose in analyzing internal and external factors affecting a business.- Briefly discuss the SWOT matrix layout.- How to conduct SWOT Analysis and BCG Matrix- Explain the concept of the BCG Matrix (Boston Consulting Group Matrix) as a portfolio management tool. Discuss the four quadrants: Stars, Cash Cows, Dogs, and Question Marks.- Briefly explain the axes of the matrix (Market Growth Rate and Relative Market Share).- Using the SWOT analysis findings, guide the class in positioning the company (or product/service) on the BCG Matrix.- Discuss the implications of each quadrant and potential strategic actions.- Video Link- https://www.youtube.com/watch?v=1prbd3bce0gExercise (5 minutes) –Summarizing



	Briefly summarize the key takeaways from the lesson: importance of SWOT analysis, key elements, applying it to BCG Matrix for strategic decision-making.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading https://www.bcg.com/about/our-history/growth-share-matrix <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 22	Course Name: Strategic Management Topic: Strategic Implementation	Course No.: MBA-201
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none">a. Define strategic implementation and its importance in achieving organizational goals.b. Identify key steps involved in the strategic implementation process.c. Differentiate common challenges faced during implementation and strategies to overcome them.d. Analyze case studies to apply theoretical concepts to real-world scenarios.
Teaching Aids (if any)	<ul style="list-style-type: none">a. Power point presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions What is Strategic Implementation What is the Barriers of Implementation- Briefly discuss a well-known business example where a great strategy failed due to poor implementation.- Define "strategic implementation" and differentiate it from strategy formulation.- Explain why successful implementation is crucial for organizational success and achieving competitive advantage.- Introduce the concept Interrelationship between Formulation and Implementation- Talk about its importance in business- Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Forward Linkages- backward linkages- Model of Strategic Implementation- Theme of Activating Strategies- The Theme of Managing Change- The Theme of Achieving Effectiveness- Discuss various challenges encountered during implementation (e.g., lack of ownership, unclear communication, poor performance)- Present strategies to address these challenges (e.g., change management techniques, effective communication channels, performance measurement systems).



	<p>Exercise (5 minutes) –</p> <p>Think-Pair-Share</p> <ul style="list-style-type: none">- Pose a question related to strategic implementation (e.g., "What are the most important qualities of a leader for successful implementation?").- Students individually think about the answer (think)- Pair up with a classmate and discuss their thoughts (pair).- Share their key points with the whole class (share).
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Syllabus.3. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi <p>https://www.indeed.com/career-advice/career-development/strategy-implementation</p> <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 23	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Procedural Implementation	

Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Define procedural implementation in strategic management. b. Understand the key elements of procedural implementation. c. Identify the challenges and potential solutions associated with procedural implementation. d. Apply learnings to analyze a real-world case study.
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power point presentation
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> - Ask questions What is the procedural implementation What is the relevance of procedural Implementation - Introduce the concept of procedural implementation - Talk about its importance in business - Introduce the concept of procedural implementation as the process of putting a strategic plan into action by defining and standardizing processes, policies, and procedures. - Briefly discuss its importance in ensuring successful strategy execution. - Discuss the importance of organizational structure alignment with the strategy. - Use visuals to illustrate different structures (e.g., functional, divisional, matrix). - Development (30 minutes) <ol style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> - Regulatory mechanism in India - Formation of company - Procedures for Industrial Assistance - Facilitation for fair Competition - Explain how standardizing key processes improves efficiency and consistency. - Highlight process mapping tools and techniques. - Describe the role of well-defined policies in providing clear guidelines for decision-making and behavior. - Emphasize the importance of documented procedures for routine tasks. - Discuss standard operating procedures (SOPs). b) Procedures for Foreign Collaboration



	<ul style="list-style-type: none">- Procedures for foreign Trade- Procedure of Intellectual Property- Requirements of labour legislation- Requirements for Consumer Protection- Requirements for Investor Protection- Requirements of corporate sustainability- Discuss common reasons for employee resistance to new procedures and potential solutions (e.g., communication, training, incentives).- Explain how excessive regulation and paperwork can hinder implementation. Discuss strategies for streamlining procedures.- Lack of resources: Address the challenges of implementing procedures with limited resources (e.g., budget, personnel).- Explore creative solutions and resource allocation strategies. <p>Exercise (5 minutes) –</p> <ul style="list-style-type: none">- One-Minute Paper:<ul style="list-style-type: none">- Ask students to reflect on the following questions and write their answers on a sticky note:<ul style="list-style-type: none">- What was the most important thing you learned today about procedural implementation- What questions do you still have about this topic?
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Syllabus.3. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi https://gurunanakcollege.edu.in/files/commerce-management/strategic-management-unit-5.pdf 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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 24	Course Name: Strategic Management Topic: Structural Implementation	Course No.: MBA-201
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none">Understand the concept of organizational structure and its role in strategy implementation.Identify different types of organizational structures and their suitability for various strategies.Analyze the alignment between an organization's structure and its chosen strategy.Develop critical thinking and problem-solving skills through activities and discussions.
Teaching Aids (if any)	<ol style="list-style-type: none">Power point presentation
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">Ask questionsWhat is structural implementationWhat is the relevance of structural ImplementationIntroduce the concept of structural implementationBriefly discuss a real-world example of a company that underwent a structural change to support its strategic goals.Define organizational structure and explain its importance in strategy implementation. Highlight the link between structure and strategy by mentioning common challenges of misalignment.Development (30 minutes)<ol style="list-style-type: none">Introduction<ul style="list-style-type: none">Define structural implementationFoundations of Structural implementationDiscuss different types of organizational structures (e.g., functional, divisional, matrix, horizontal). Explain the advantages and disadvantages of each structure.Introduce frameworks such as the Miles and Snow typology or Nadler-Tushman model to analyze the fit between structure and strategy.Provide examples of how companies have adapted their structures to support different strategic initiatives (e.g., cost leadership, differentiation, growth).<p>Exercise (5 minutes) –</p><p>One-minute paper</p><p>Briefly ask students to reflect on what they learned in the lesson and</p>



	identify one key takeaway.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi The Link Between Strategy and Structure" by Harvard Business Review: https://hbr.org/2009/09/how-strategy-shapes-structure 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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 25	Course Name: Strategic management	Course No.: MBA-201
	Topic: Organizational design and change	

Objectives	At the end of the lesson the student shall be able to: a. Understand the relationship between organizational design and strategic management. b. Identify key elements of effective organizational design. c. Explore different types of organizational structures and their impact on strategy. d. Analyze the challenges associated with organizational change and explore strategies for successful implementation.
Teaching Aids (if any)	a. Power point Presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions- What is Organizational design and Change- What is the relevance of Organizational design and change .- Introduce the concept of Organizational Design and change .- Talk about Organizational design and change and its importance in business2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Define Organizational design- Structural dimension- Contextual dimension- Briefly explain the concept of organizational design and its importance in strategic management. Discuss the link between strategy, structure, and culture.b) Organizational change<ul style="list-style-type: none">- Structure and Strategy- Relevance of structural implementation- Explain the key elements of effective organizational design, Environment, Strategy, structure and effectiveness- Systems for Strategy- Discuss the different types of organizational structures and their strengths and weaknesses:<ul style="list-style-type: none">- Functional structure: Efficient for routine tasks, but siloed.- Divisional structure: Good for diversification, but potential for



	<p>redundancy.</p> <ul style="list-style-type: none">- Matrix structure: Flexible for innovation, but complex and prone to conflict. <p>Exercise (5 minutes) –</p> <p>Summarizing</p> <p>Briefly summarize the key takeaways from the lesson.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these..2. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi <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. Quiz3. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 26	Course Name: Strategic Management Topic: Behavioral Implementation	Course No.: MBA-201
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Objectives	At the end of the lesson the student shall be able to: a. Understand the importance of behavioral implementation in strategic management. b. Identify key challenges to behavior change in organizations. c. Explore various techniques for influencing employee behavior to support strategic goals.
Teaching Aids (if any)	a. Power Point presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions- What is Behavioral Implementation- What is the relevance of Behavioral Implementation- Introduce the concept of Behavioral Implementation- Briefly discuss the role of organizational culture, leadership, and communication in overcoming these challenges.2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Strategic leadership- The task of Strategic leaders- The Skills of Strategic leaders- Corporate power and politics in Strategic management- Present various techniques for influencing employee behavior, such as:<ul style="list-style-type: none">- Goal setting and performance management: Emphasize the importance of clear, measurable, and achievable goals aligned with the strategic objectives.- Rewards and recognition: Explain how well-designed reward systems can motivate desired behavior.- Training and development: Discuss the importance of equipping employees with the skills and knowledge necessary to implement the strategy.- Communication and feedback: Highlight the need for continuous communication about the strategy and providing regular feedback to employees.- Briefly discuss the advantages and disadvantages of each technique.<p>Exercise (5 minutes) –</p><p>Think-Pair-Share" activity:</p>



	<ul style="list-style-type: none">- Ask students to individually reflect on a behavior they would need to change to better support a strategic goal in their own or a hypothetical organization.- Pair students to discuss their chosen behaviors and potential techniques for change.- Share responses with the class and collectively summarize key takeaways.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Syllabus.3. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi https://www.toppers4u.com/2022/05/what-is-behavioural-implementation.html <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 27	Course Name: Strategic Management Topic: Corporate Culture and Strategic Management	Course No.: MBA-201
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Define corporate culture and its key elements. b. Understand the influence of corporate culture on strategic management. c. Analyze how companies align their culture with their strategies. d. Identify potential challenges and strategies for managing cultural change.
Teaching Aids (if any)	a. Power Point Presentation
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> - Ask questions - What is Corporate Culture - What is the relevance of Corporate Culture and Strategic Management - Introduce the concept of Corporate Culture and Strategic Management 2. Development (30 minutes) <ol style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> - Composition of Corporate culture - Types of corporate Culture - Impact of Culture on Corporate Life - Strategy- Culture Relationship - Discuss the key elements of corporate culture: values, beliefs, norms, artifacts, and rituals. - Explain different models of corporate culture (Cameron & Quinn, Deal & Kennedy, etc.). - Analyze how culture impacts various aspects of strategy, like decision-making, risk-taking, innovation, and talent management. - Use visuals, charts, and data to illustrate complex concepts. - Four Approaches to create a strategy supportive culture - Corporate Ethics and Personal values for strategic management - Values and Ethics and Strategy <p>Exercise (5 minutes) –</p> <p>One-Minute Paper: Ask students to write down their biggest takeaways and areas for improvement in a one-minute paper. Collect these for future reference.</p>



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Syllabus.3. Suggested Reading <p>Strategic Management by Azhar Kazmi Adela Kazmi</p> <p>https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001397/M022293/ET/1504600850MODULE26QUADRANT1.pdf</p> <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 28	Course Name: Strategic Management Topic: Strategic Evaluation	Course No.: MBA-201
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Objectives	At the end of the lesson the student shall be able to: a. Define strategic evaluation and its importance in strategic management. b. Understand the various methods and frameworks used for strategic evaluation. c. Identify key factors to consider while evaluating a strategy. d. Apply these concepts to analyze a real-world case study.
Teaching Aids (if any)	a. Power point presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions What is Strategic Evaluation What is the relevance in business?- Introduce the concept of Strategic Evaluation- Talk about factors to be considered for Strategic Evaluation- Explain what it is, its purpose, and its importance in achieving organizational goals.- Introduce the approaches to Strategic Evaluation- Highlight the advantages of conducting regular evaluations, such as identifying issues early, improving decision-making, and ensuring alignment with changing environments.2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Define approaches to Strategic evaluation- Highlight the important characteristics and its relevance- Sources of Information for Strategic evaluation- Introduce and explain different methods for strategic evaluation, such as:<ul style="list-style-type: none">- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)- Balanced Scorecard- Gap analysis- Performance indicators (e.g., financial ratios, market share)- Meaning of Method and Techniques Used for Strategic Evaluation- Purpose of Strategic Evaluation- Nature of Strategic Evaluation- Discuss important aspects to consider during evaluation, including:<ul style="list-style-type: none">- Effectiveness: Did the strategy achieve its intended goals?- Efficiency: Were resources used optimally?- Adaptability: Did the strategy respond to changes in the environment?



	<p>Exercise (5 minutes) –</p> <p>Summarizing</p> <p>Briefly summarize the key takeaways from the lesson, including the importance of strategic evaluation, its methods, and key factors to consider.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi https://thestrategy.com/blog/strategy-evaluation-process-importance-example/ <p>Spend 5 minutes to wrap up and consolidate the learning</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 29	Course Name: Strategic Management Topic: Process of Strategic Evaluation	Course No.: MBA-201
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Objectives	At the end of the lesson the student shall be able to: a. Understand the importance and purpose of strategic evaluation. b. Identify the key steps involved in the strategic evaluation process. c. Apply various tools and techniques for evaluating internal and external factors. d. Develop critical thinking skills to assess the effectiveness of a chosen strategy.
Teaching Aids (if any)	a. Power point presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions What is the process of Strategic evaluationIntroduce the concept of strategic evaluation- Explain different stages- Importance of Strategic Evaluation- Participants of strategic evaluation- Briefly explain the concept of strategic evaluation and its benefits for organizations. Requirements of Strategic Evaluation- Discuss the dynamic nature of the business environment and how strategies need to adapt.- Explain the potential consequences of not evaluating strategies (e.g., missed opportunities, wasted resources).- Introduce the concept of strategic control as the continuous process of monitoring and evaluating strategies.2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Define evaluation criteria: Align with organizational goals and objectives.- Assess internal factors: Use tools like SWOT analysis, VRIO analysis, value chain analysis to identify strengths and weaknesses.- Assess external factors: Use tools like PESTLE analysis, Porter's Five Forces analysis to identify opportunities and threats.- Compare performance to goals: Evaluate progress towards strategic objectives using financial and non-financial measures.- Identify corrective actions: Recommend adjustments to the strategy or implementation based on the evaluation findings.- Briefly introduce and explain key tools for each step of the evaluation process, providing examples.- Encourage students to ask questions and clarify any doubts about specific tools.- Exercise (5 minutes) –



	<p>Summarizing</p> <ul style="list-style-type: none">- Ask students to summarize the main points of the lesson in their own words.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_3311/Unit-10.pdf 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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 30	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Strategic Control	

Objectives	At the end of the lesson the student shall be able to: a. Define strategic control and its role in strategic management. b. Understand the key components of a strategic control system. c. Identify the main stages of the strategic control process. d. Analyze the importance of performance measurement and evaluation. e. Develop critical thinking skills by discussing and applying strategic control concepts to real-world scenarios.
Teaching Aids (if any)	a. Power point presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions- What is Strategic Control- What are types of Strategic control- Premise Control- Implementation Control- Explain the key components of a strategic control system, including:<ul style="list-style-type: none">- Performance measurement: Discuss various metrics used to assess organizational performance (financial, operational, customer-centric).- Evaluation: Explain the process of analyzing performance data against established goals and identifying potential deviations.- Feedback and corrective action: Emphasize the importance of using evaluation results to adjust strategies, resource allocation, or operational processes. - Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Strategic Surveillance- Highlight the basics of Strategic surveillance.b) Special Alert Control<ul style="list-style-type: none">- Operational control- Qualitative Criteria- Quantitative Criteria- Illustrate each component with real-world examples from different industries. Encourage students to ask questions and share their own experiences.- Introduce the main stages of the strategic control process:<ul style="list-style-type: none">- Setting standards: Clarify the importance of defining clear and measurable performance goals.- Measuring performance: Discuss different methods and tools for collecting and analyzing data.- Evaluating performance: Explain how to assess results against



	<p>standards and identify variances.</p> <ul style="list-style-type: none">- Taking corrective action: Guide students on developing and implementing adjustments based on identified deviations. <p>Exercise (5 minutes) –</p> <p>Think-Pair-Share: Divide students into pairs and present a challenging scenario where a company's strategic goals are not being met. Ask them to discuss potential reasons using the strategic control framework and share their insights with the class.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Strategic Management by Azhar Kazmi Adela Kazmi https://static.careers360.mobi/media/uploads/froala_editor/files/Strategy-Implementation-and-Control.pdf <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 31	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Balance Score card and Blue Ocean Strategy	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the concept of the Balanced Scorecard (BSC) and its role in strategic management. Explore the key principles of the Blue Ocean Strategy (BOS) and its potential for creating value. Analyze the potential for integrating BSC and BOS for effective strategic planning. Apply learned concepts to real-world scenarios through discussion and activities
Teaching Aids (if any)	<ol style="list-style-type: none"> Power point Presentation
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) <ul style="list-style-type: none"> Ask questions Introduce the key question: How can organizations achieve sustainable growth and differentiation? Briefly present the concepts of BSC and BOS, highlighting their respective goals and benefits. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Use of balance Score card Highlight 4 perspectives of Balance Scorecard Balance Score card Measurements Key Implementation Success factors Balance scorecard Strategic map Explain the four perspectives of the BSC (financial, customer, internal processes, learning & growth). Ask students to discuss the advantages and limitations of the BSC compared to traditional financial-focused measures. Blue Ocean Strategy <ul style="list-style-type: none"> New Market Space Graph of Value Innovation Six principles of Blue Ocean Strategy Introduce the core concepts of BOS: red oceans vs. blue oceans, value innovation, strategy canvas. Showcase successful companies that adopted BOS and discuss their strategies. Facilitate a discussion on how BOS and BSC can be integrated for comprehensive strategic planning. Brainstorm potential challenges and benefits of such an approach.



	<p>Exercise (5 minutes)</p> <p>Think-Pair-Share: Give students a real-world company scenario and ask them to:</p> <p>Think: Individually consider how the company can apply BOS principles to create a "blue ocean."</p> <p>Pair: Discuss their ideas with a partner and refine their suggestions.</p> <p>Share: Share their refined ideas with the class and discuss their potential impact.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.digitalarchives.wa.gov/governorlocke/improve/quality/tools/BSC%20Washington.pdf https://motamem.org/wp-content/uploads/2018/04/blue-ocean-strategy-HBR.pdf <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 32	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Unilever's Lifebuoy in India: Implementing the Sustainability Plan	

Objectives	At the end of the lesson the student shall be able to: a. Analyze the strategic challenges faced by a multinational company operating in a developing market. b. Understand the integration of sustainability goals into corporate strategy. c. Discuss the trade-offs between profitability and social impact. d. Develop critical thinking and problem-solving skills through case study analysis.
Teaching Aids (if any)	a. Power Point Presentation b. Discussion
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">Briefly introduce Unilever and the Lifebuoy brand.Highlight the importance of hygiene and handwashing in improving public health, especially in developing countries.Introduce the concept of corporate social responsibility (CSR) and the rise of sustainability goals in business strategy.Development (30 minutes)<ol style="list-style-type: none">Introduction<ul style="list-style-type: none">Divide students into small groups and assign each group specific sections of the case study to summarize and present to the class.Encourage groups to identify key decision points, challenges, and potential solutions.Facilitate a class discussion based on the following questions:<ul style="list-style-type: none">What are the biggest challenges faced by Lifebuoy in India?How can Lifebuoy achieve its ambitious sustainability goals while maintaining profitability?What are the potential trade-offs between social impact and financial performance?What role should governments play in promoting public health and hygiene?Exercise (5 minutes)<p>Think-Pair-Share: Give students 2 minutes to individually consider, then 2 minutes to discuss in pairs, the most impactful initiative Lifebuoy could implement to achieve its handwashing behavior change target.</p><p>Finally, each pair shares their idea with the class.</p>



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these..2. Suggested Reading Strategic Management Cases https://hbsp.harvard.edu/coursepacks/1147119 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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 33	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Wal-Mart Update, 2017	

Objectives	<p>At the end of the lesson the student shall be able to:</p> <ol style="list-style-type: none"> Analyze the strategic challenges faced by a large retail corporation (Wal-Mart) in 2017. Apply strategic management frameworks (SWOT, BCG Matrix, Porter's Five Forces) to assess the case. Develop recommendations for Wal-Mart's future strategy. Enhance critical thinking, teamwork, and communication skills.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Discussion
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) <ul style="list-style-type: none"> Ask questions Ask students to share their experiences with Wal-Mart and online shopping. Briefly discuss the changing retail landscape. Introduce the Wal-Mart Update, 2017 case study. Highlight key information about the company, its current situation, and major challenges. Development (30 minutes) <ol style="list-style-type: none"> Introduction SWOT Analysis <ul style="list-style-type: none"> Divide students into small groups. Each group brainstorms Wal-Mart's Strengths, Weaknesses, Opportunities, and Threats. Facilitate a class discussion on key findings and their implications. BCG Matrix <ul style="list-style-type: none"> Introduce the BCG Matrix concept and its application to product portfolios. Guide students to categorize Wal-Mart's business units (e.g., groceries, apparel, online) based on market share and growth potential. Discuss strategic recommendations for each category (invest, grow, harvest, divest). Porter's Five Forces <ul style="list-style-type: none"> Analyze the competitive landscape using Porter's Five Forces framework. Identify factors impacting Wal-Mart's bargaining power, industry rivalry, threats of new entrants, threats of substitutes, and buyer power. Discuss how these forces affect strategic decision-making. Exercise (5 minutes) – Summarizing <ul style="list-style-type: none"> Briefly summarize the key takeaways from the case study discussion and activities.



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these..2. Suggested Reading https://hbsp.harvard.edu/coursepacks/1147119 <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 34	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Emirates Airline: Connecting the Unconnected	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Analyze the strategic choices made by Emirates Airline. Understand the hub-and-spoke model and its effectiveness. Identify critical success factors in airline industry strategy. Evaluate the sustainability of Emirates' strategy in a changing environment.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Discussion
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) <ul style="list-style-type: none"> Ask students to share their thoughts on air travel accessibility and connectivity. Briefly present the history and current position of Emirates Airline. Highlight its unique "Connecting the Unconnected" strategy. <p style="text-align: center;">Development (30 minutes)</p> <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> What are the key elements of Emirates' strategy? (Hub-and-spoke model, focus on underserved markets, premium service, etc.) What are the critical success factors that allowed Emirates to thrive? (Location, government support, efficient operations, etc.) What are the potential challenges and threats Emirates faces in the future? (Competition, oil price fluctuations, geopolitical instability, etc.) Briefly present a real-world expert's analysis of Emirates' strategy, using a video clip, article, or podcast excerpt. (Optional) Exercise (5 minutes) – Think-Pair-Share: Pose a specific question related to the case study (e.g., Should Emirates change its strategy in response to competition from low-cost airlines?). Give students individual thinking time, then pair them up to discuss their ideas. Finally, share thoughts with the class as a whole.



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these..2. Suggested Reading https://hbsp.harvard.edu/coursepacks/1147119 <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 35	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Apple's Future: Apple Watch, Apple TV, and/or Apple Car?	

Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none">a. Analyze the strategic challenges and opportunities faced by Apple in three potential new product areas: Apple Watch, Apple TV, and Apple Car.b. Apply frameworks for strategic analysis (e.g., SWOT, TOWS) to evaluate potential strategic options.c. Engage in collaborative discussion and debate on complex business issues.d. Develop critical thinking and communication skills.
Teaching Aids (if any)	<ul style="list-style-type: none">a. Power Point Presentationb. Discussion
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask students to share their thoughts on Apple's brand and innovation. Have they used or are familiar with any of the three products mentioned in the case?- Briefly introduce Apple's recent success and the need for continued innovation. Highlight the three product areas discussed in the case and their potential significance.- Development (30 minutes)<ol style="list-style-type: none">a) Introduction- Key facts and market dynamics related to their assigned product area.- Apple's potential strengths and weaknesses in entering this market.- Opportunities and threats associated with each product.- Evaluate the attractiveness of each product area for Apple using frameworks like SWOT or TOWS.- Analyze the strategic options available to Apple in each area (e.g., enter, collaborate, wait).- Consider potential risks and challenges associated with each option.- Discuss the best strategic direction for Apple based on their analysis.- Exercise (5 minutes) – One-Minute Paper<ul style="list-style-type: none">- Ask students to write a one-minute paper reflecting on their key takeaways from the lesson and any lingering questions they might have.



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these..2. Suggested Reading Strategic Management Cases <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. https://hbsp.harvard.edu/coursepacks/11471192. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 36	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Amazon in Emerging Markets	

Objectives	At the end of the lesson the student shall be able to: a. Analyze the challenges and opportunities of entering emerging markets like India. b. Evaluate strategic adaptations made by multinational corporations like Amazon in emerging markets. c. Discuss ethical considerations for businesses operating in diverse cultural contexts. d. Develop critical thinking and communication skills through class activities.
Teaching Aids (if any)	a. Power Point Presentation b. Discussion
Teaching Development	1. Introduction (5 minutes) - Ask students to brainstorm what they know about Amazon and its global presence. - Briefly discuss the concept of emerging markets and their characteristics. - Introduce the case study "Amazon in Emerging Markets" and provide context about the company's entry into India. Highlight key questions the case prompts.' - Development (30 minutes) a) Introduction - Discuss specific questions to discuss based on the case study. Examples: - What are the main challenges Amazon faces in entering the Indian market? - How has Amazon adapted its business model to the Indian context? - What ethical considerations should Amazon address when operating in India? - What are the potential risks and rewards for Amazon in the Indian market? Exercise (5 minutes) – Think, Pair, Share" activity - Pose a specific question related to the case study (e.g., "Should Amazon prioritize low prices or product variety in the Indian market?"). - Give students individual think time, followed by paired discussions to share their thoughts. - Conclude with a brief class discussion to summarize key



	points.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these..2. Suggested Reading https://hbsp.harvard.edu/coursepacks/1147119 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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 37	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Netflix: International Expansion	

Objectives	At the end of the lesson the student shall be able to: a. Analyze the strategic challenges and opportunities of international expansion for a streaming service like Netflix. b. Evaluate the effectiveness of Netflix's international expansion strategy. c. Discuss the trade-offs involved in adapting content and marketing strategies for different markets. d. Develop critical thinking and problem-solving skills related to global business strategy.
Teaching Aids (if any)	a. Power Point Presentation b. Discussion
Teaching Development	1. Introduction (5 minutes) - Briefly discuss the rise of streaming services and their impact on the entertainment industry. - Ask students to share their experiences with different streaming platforms. - Introduce the case study, highlighting Netflix's journey from a DVD rental company to a global streaming giant. - Briefly mention the challenges and opportunities they faced during their international expansion. - Development (30 minutes) a) Introduction - Discuss specific question or issue related to the case study: - What were the key factors driving Netflix's international expansion? - What were the major challenges Netflix faced in different markets? (e.g., cultural differences, regulations, competition) - How did Netflix adapt its content and marketing strategies for different regions? (e.g., local language subtitles, original content production) - What were the key successes and failures of Netflix's international expansion strategy? Exercise (5 minutes) – Think-Pair-Share - Pose a specific question related to Netflix's future strategy: What are the major opportunities and challenges Netflix faces in the next 5 years? - In pairs, students have 2 minutes to discuss their ideas, then each pair shares 1 minute with the class.



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these..2. Suggested Reading https://hbsp.harvard.edu/coursepacks/1147119 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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 38	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Dr. Reddy's Laboratories: Entry in German Market	

Objectives	At the end of the lesson the student shall be able to: a. Analyze the strategic challenges faced by a multinational pharmaceutical company entering a new market. b. Evaluate different market entry strategies and their potential risks and rewards. c. Discuss the importance of cultural adaptation and regulatory compliance in international business. d. Develop critical thinking and communication skills through class activities.
Teaching Aids (if any)	a. Power Point Presentation b. Discussion
Teaching Development	1. Introduction (5 minutes) - Ask students to share their experiences with German products or brands. - Discuss the challenges of entering a new market, particularly one with a different culture and regulations. Development (30 minutes) a) Introduction - Briefly introduce Dr. Reddy's Laboratories and its business. Highlight the opportunity to enter the German market and the potential challenges it presents. - Discuss specific question to discuss based on the case study. Examples: - What are the key factors Dr. Reddy's needs to consider when entering the German market? - What are the different market entry strategies Dr. Reddy's could use? Evaluate the pros and cons of each strategy. - How can Dr. Reddy's adapt its products and marketing to the German market? - What are the potential risks and challenges Dr. Reddy's may face in the German market? - Identify the key strategic decisions Dr. Reddy's needs to make and develop potential recommendations for their entry into the German market. Exercise (5 minutes) –



	<p>Think-Pair-Share</p> <ul style="list-style-type: none">- Pose a final question to students, such as: What advice would you give to Dr. Reddy's for successfully entering the German market?- Give students time to think individually, then pair up to discuss their ideas, and finally share their insights with the class.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these..2. Suggested Reading https://hbsp.harvard.edu/coursepacks/1147119 <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 39	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Xiaomi: Entering International Markets	

Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none">a. Analyze the internationalization strategy of Xiaomi.b. Discuss the challenges and opportunities faced by companies entering new markets.c. Apply strategic management concepts to real-world scenarios.d. Develop critical thinking and communication skills.
Teaching Aids (if any)	<ul style="list-style-type: none">a. Power Point Presentationb. Discussion
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Briefly discuss the rise of Chinese companies in the global market. Mention Xiaomi's success and their aggressive international expansion.- Introduce the case study by providing context about Xiaomi and its initial focus on the Chinese market.- Highlight the key turning point when they decided to expand internationally.- Briefly outline the key skills and knowledge students will gain from analyzing the case study. <p>Development (30 minutes)</p> <ul style="list-style-type: none">a) Introduction- What were Xiaomi's key advantages that fueled their international expansion? (Focus on factors like cost leadership, product design, online sales model, etc.)- What were the major challenges Xiaomi encountered in entering new markets? (Consider cultural differences, competition, legal/regulatory hurdles, etc.)- How did Xiaomi adapt its strategy to overcome these challenges? (Discuss their localization efforts, partnerships, marketing strategies, etc.)- Assess the success of Xiaomi's internationalization strategy. What are their key achievements and areas for improvement? <p>Exercise (5 minutes)</p> <ul style="list-style-type: none">- One-Minute Paper <p>At the end of the lesson, ask students to write a one-minute</p>



	paper reflecting on their key learnings from the case study and the discussion.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these..2. Suggested Reading https://hbsp.harvard.edu/coursepacks/1147119 <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. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 40	Course Name: Strategic Management	Course No.: MBA-201
	Topic: Social Strategy at Nike	

Objectives	At the end of the lesson the student shall be able to: a. Understand the importance of social media in today's marketing landscape. b. Analyze the social media strategies implemented by Nike. c. Discuss the challenges and opportunities associated with social media marketing. d. Develop critical thinking and problem-solving skills through case study analysis.
Teaching Aids (if any)	a. Power Point Presentation b. Discussion
Teaching Development	1. Introduction (5 minutes) - Ask questions What is the background and History of the Company? What are the challenges faced by the company 2. Development (30 minutes) a) Introduction - Ask students to share their experiences with social media and its role in their lives. - Briefly discuss the growing importance of social media in marketing and communication - Briefly introduce the company Nike and its social media presence. - Highlight the key challenges and opportunities Nike faced in developing its social media strategy. Discuss the following questions: - What were the key elements of Nike's social media strategy? - How did Nike leverage social media to connect with its target audience? - What were the challenges Nike faced in implementing its social media strategy? - How did Nike measure the success of its social media campaigns? Exercise (5 minutes) – Think-Pair-Share - Pose the following question to the class: "If you were a social media consultant for Nike, what recommendations would you



	<p>make for improving their social media strategy?"</p> <ul style="list-style-type: none">- Give students 1 minute to think individually, then 2 minutes to discuss their ideas in pairs, and finally 2 minutes to share their suggestions with the class.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://hbsp.harvard.edu/coursepacks/1147119 <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. Spend 5 minutes to evaluate student assimilation of the lesson contents