



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Dr. Arun K. Gupta Teaching-Learning Centre

Department of MBA

Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Strategic Management
2.	Course Code	BBAMJ-401
3.	Academic Year	2024-25
4.	Semester	4th
5.	Number of Lesson plans	27
6.	Faculty Assigned	Dr. Parul Sharma

Faculty Signature



Lesson Plan No. 0	Course Name: Strategic Management Topic: Introduction	Course No.: BBAMJ-401
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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 the concept and significance of Strategic Management in organizations. b. Explain the various levels of strategy (Corporate, Business, and Functional). c. Analyze the impact of strategic decision-making on an organization's competitive advantage. d. Evaluate real-world strategic management cases to understand practical applications.
Teaching Aids (if any)	<ul style="list-style-type: none"> a. PowerPoint Presentation b. Case Studies c. Video Clips
Why Strategic Management???	<p>"Why do some companies succeed while others fail?"</p> <p>Strategic Management helps organizations adapt to a changing business environment and sustain competitive advantage.</p> <p>It enables managers to make informed decisions, allocate resources effectively, and drive long-term growth.</p> <p>Companies like Apple, Amazon, and Tesla have achieved success through well-crafted strategies that differentiate them from competitors.</p> <p>Understanding strategy allows future leaders to foresee market trends, assess risks, and create value for stakeholders.</p>
Open-Ended Questions	<p>How does strategic management influence an organization's long-term success?</p> <p>Can you think of a company that has benefited from a strong strategic plan? Why?</p> <p>What are the risks of not having a clear strategic direction?</p>
Videos to be watched	<p>"What is Strategic Management?" (Harvard Business Review)</p> <p>"How Companies Create Competitive Advantage" (TED Talk)</p>
Assessment & Evaluation	<p>Mid-Semester Test (MST):</p> <p>A written exam covering theoretical aspects and real-world applications of strategic management.</p>



	<p>Presentations: Group presentations analyzing case studies of organizations and their strategic decisions.</p> <p>Assignment: Students will write a short paper evaluating the strategic decisions of a company of their choice.</p> <p>In-Class Activities: Strategy simulation games, role-playing exercises, and case study discussions.</p> <p>Final Exam: Final exam of 60 marks will be conducted at the end of the session</p>
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Lesson Plan No. 1.1	Course Name: Strategic Management Topic: Introduction to Strategic Management	Course No.: BBAMJ-401
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Objectives	At the end of the lesson the student shall be able to: a. By the end of the lesson, students should be able to: b. Understand the meaning and importance of strategic management. c. Trace the evolution of strategic management over time. d. Identify key concepts and theories related to strategic management.
Teaching Aids (if any)	a. Power Point Presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes):<ul style="list-style-type: none">• Introduce the topic of strategic management.• Discuss the relevance of strategic management in today's business environment.• Provide an overview of the objectives for the lesson.2. Meaning of Strategic Management (10 minutes):<ul style="list-style-type: none">• Define strategic management and explain its significance.• Discuss the role of strategic management in achieving organizational goals.• Use examples to illustrate how strategic management differs from other management approaches.3. Evolution of Strategic Management (15 minutes):<ul style="list-style-type: none">• Present a timeline of the evolution of strategic management.• Discuss key milestones and contributors in the development of strategic management.• Engage students in a discussion on how environmental and organizational changes have influenced strategic management practices over time.
Closure	<ul style="list-style-type: none">• Summarize the key points covered in the lesson.• Allow time for questions and clarification.• Discuss the relevance of the lesson to the broader field of business and management. Homework/Assignments: <ul style="list-style-type: none">• Encourage students to reflect on how these concepts are applied in real-world scenarios



Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>What is Strategic Management? Why is it important to analyze environmental factors? Who benefits from effective strategic management? Quiz</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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Lesson Plan No. 1.2, 1.3	Course Name: Strategic Management Topic: Strategic Management Process	Course No.: BBAMJ-401
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Objectives	At the end of the lesson the student shall be able to: a. Understand the various models of the strategic management process. b. Identify the key stages involved in strategic management. c. Analyse and apply a chosen strategic management model to a real-world scenario.
Teaching Aids (if any)	<p style="text-align: center;">In case the outcome of self-exploration does not fulfil any of the above three criteria, it means that it is not the right understanding.</p> a. Power Point Presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes):<ul style="list-style-type: none">• A brief recap of the importance of strategic management.• Introduce the topic of strategic management process models.2. Overview of Strategic Management Models (20 minutes):<ul style="list-style-type: none">• Present and explain various models such as the SWOT analysis, PESTEL analysis.• Discuss the strengths and weaknesses of each model.• Highlight the differences between prescriptive and emergent approaches.3. Key Stages in the Strategic Management Process (15 minutes):<ul style="list-style-type: none">• Break down the strategic management process into stages (e.g.,



	<p>environmental scanning, strategy formulation, implementation, and evaluation).</p> <ul style="list-style-type: none">• Discuss the significance of each stage in achieving organizational goals.• Use real-world examples to illustrate each stage.
Closure	<ul style="list-style-type: none">• Summarize the main points discussed during the lesson.• Allow time for questions and address any uncertainties.• Discuss the practical implications of understanding and applying strategic management models. <p>Homework/Assignments:</p> <ul style="list-style-type: none">• Assign readings related to the evolution and application of strategic management.• https://hbsp.harvard.edu/product/HKU666-PDF-ENG?Ntt=strategic%20management• Encourage students to reflect on how these concepts are applied in real-world scenarios.
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>How does the strategic management process create a competitive advantage?</p> <p>What challenges arise in implementing strategic management?</p> <p>When and why should organizations revise their strategies?</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 1.4	Course Name: Strategic Management	Course No.: BBAMJ-401
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Objectives	At the end of the lesson the student shall be able to: a. Understand the major schools of thought on strategy formation. b. Identify key characteristics, proponents, and criticisms of each school. c. Analyse and compare the relevance of different schools of thought in various organizational contexts.
Teaching Aids (if any)	a. Power Point Presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes):<ul style="list-style-type: none">• A brief overview of the importance of strategic thinking in organizations.• Introduce the concept of different schools of thought on strategy formation.2. Overview of Strategic Management Models (20 minutes):<ul style="list-style-type: none">• Present and explain major schools of thought such as the classical school, evolutionary school, processual school, and systemic school.• Discuss key characteristics, principles, and proponents of each school.• Highlight criticisms and debates surrounding each school.3. Comparative Analysis (15 minutes):<ul style="list-style-type: none">• Facilitate a class discussion comparing the strengths and weaknesses of each school.• Encourage students to analyze the relevance of different schools in various organizational contexts.• Illustrate how organizations might adopt different schools of thought based on their needs and environments.
Closure	<ul style="list-style-type: none">• Summarize the main points discussed during the lesson.• Relate the different schools of thought to the broader field of strategic management.• Encourage students to reflect on how understanding these schools can inform strategic decision-making. <p>Homework/Assignments:</p> <ul style="list-style-type: none">• Briefly review the key concepts covered in the recent class sessions on strategic management.• Explain the importance of applying these concepts in real-world business situations.
Evaluation	Reflective Questions (What, Why, Who?). Allow students to



	<p>answer and discuss.</p> <p>Who are the key proponents of each strategic school of thought, and how have their perspectives shaped modern strategic management? How do different schools of strategy formation influence decision-making processes in organizations? When should an organization adopt a particular strategic approach, and what factors determine the suitability of one school over another? Why do criticisms exist for each school of thought, and how do these critiques impact the practical application of strategic models?</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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Lesson Plan No. 1.5	Course Name: Strategic Management	Course No.: BBAMJ-401
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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 importance of strategic decision-making in organizational success.Identify key concepts and factors influencing strategic decision-making.Analyse real-world examples to illustrate the application of strategic decision-making concepts.
Teaching Aids (if any)	<ol style="list-style-type: none">PowerPoint PresentationVideo
Teaching Development	<ol style="list-style-type: none">Introduction (05 minutes):<ul style="list-style-type: none">A brief discussion on the significance of decision-making in organizations.Introduce the concept of strategic decision-making and its role in organizational success.Key Concepts in Strategic Decision Making (20 minutes):<ul style="list-style-type: none">Present and explain key concepts such as rational decision-making, bounded rationality, and intuitive decision-making.Discuss the role of cognitive biases and heuristics in strategic decision-making.Show video of strategic decision making https://www.youtube.com/watch?v=pPIhAm_WGbQFactors Influencing Strategic Decision Making (15 minutes):<ul style="list-style-type: none">Discuss external factors (industry dynamics, market conditions, etc.) and internal factors (organizational culture, resources, etc.) influencing strategic decision-making.Explore the impact of stakeholder interests and ethical considerations on decision-making.
Closure	<ul style="list-style-type: none">Summarize the main points discussed during the lesson.Discuss the challenges and complexities associated with strategic decision-making.Emphasize the ongoing nature of strategic decision-making in dynamic environments. <p>Homework/Assignments:</p> <ul style="list-style-type: none">Assign readings on strategic decision-making models a https://www.nickols.us/strategic_decision_making.pdfAsk them to analyze the decision-making processes and outcomes.
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss Who are the key stakeholders involved in strategic decision-making within an organization?</p> <p>How does strategic decision-making impact the long-term success</p>



	<p>of an organization?</p> <p>When should organizations adapt their strategic decisions to remain competitive?</p> <p>Why is it essential to consider external and internal factors while making strategic decisions?</p>
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Lesson Plan No. 1.6	Course Name: Strategic Management	Course No.: BBAMJ-401
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Objectives	At the end of the lesson the student shall be able to: a. Identify and understand key issues and challenges in strategic decision making. b. Analyse how these issues impact organizational decision-making processes. c. Develop strategies to address and mitigate strategic decision-making issues.
Teaching Aids (if any)	a. PowerPoint Presentation b. Video
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes):<ul style="list-style-type: none">• A brief overview of the importance of strategic decision-making in organizational success.• Discuss the complexity and significance of decisions made at the strategic level.2. Common Strategic Decision-Making Issues (15 minutes):<ul style="list-style-type: none">• Present and discuss common issues such as cognitive biases, groupthink, escalation of commitment, and risk aversion in the context of strategic decision-making.• Explain how these issues can impact the quality and effectiveness of strategic decisions.• Use examples to illustrate real-world instances of strategic decision-making issues.3. Impact on Decision Making (10 minutes):<ul style="list-style-type: none">• Explore how the identified issues can influence different stages of the decision-making process.• Analyse the consequences of risk aversion and escalation of commitment to strategic decisions.4. Video on Strategic decision making https://www.youtube.com/watch?v=XT0Awg-Fpxw
Closure	<ul style="list-style-type: none">• Summarize the key issues discussed during the lesson.• Reinforce the importance of recognizing and addressing strategic decision-making issues for organizational success.• Encourage students to reflect on how they can apply the lessons learned in their future roles. <p>Homework/Assignments:</p> <ul style="list-style-type: none">• Ask them to revise all the concepts covered in the class.
Evaluation	Reflective Questions (What, Why, Who?). Allow students to answer and discuss Who are the key stakeholders affected by strategic decision-



	<p>making challenges?</p> <p>How do these challenges influence the effectiveness of organizational decisions?</p> <p>When should organizations reassess their strategic decision-making approaches?</p> <p>Why is it crucial to develop strategies for mitigating decision-making issues?</p>
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Lesson Plan No. 2.1	Course Name: Strategic Management	Course No.: BBAMJ-401
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Objectives	<p>At the end of the lesson the student shall be able to:</p> <ol style="list-style-type: none">To introduce students to the concept of external analysis in strategic management.To familiarize students with various tools and frameworks used for external analysis.To enable students to understand the importance of external analysis in decision-making processes within organizations.
Teaching Aids (if any)	<ol style="list-style-type: none">Power Point Presentation
Teaching Development	<ol style="list-style-type: none">Introduction (05 minutes):<ul style="list-style-type: none">Introduce the concept of external analysis in strategic management.Explain the significance of understanding external factors in shaping organizational strategies.Frameworks and tools for External Analysis (20 minutes)<ol style="list-style-type: none">PESTLE Analysis<ul style="list-style-type: none">Explain the components of Pestle Analysis.Discuss how each component can influence business operations and strategies.Provide examples of how PESTLE analysis can be applied in different industries or contexts.Porter's Five Forces Analysis:<ul style="list-style-type: none">Introduce Porter's Five Forces framework (Threat of new entrants, Bargaining power of buyers, Bargaining power of suppliers, Threat of substitute products or services, Competitive rivalry within the industry).Discuss how each force affects industry profitability and competitiveness.



Closure	<ul style="list-style-type: none">• Summarize the key points covered in the lesson.• Reinforce the importance of external analysis in strategic management.• Invite any final questions or comments from the students. <p>Homework/Assignments:</p> <ul style="list-style-type: none">• Assign a reading or case study related to external analysis.• Ask students to apply the frameworks discussed in the lesson to analyze the assigned material and come prepared to discuss their findings in the next class
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss</p> <p>Who plays a crucial role in conducting external analysis within an organization?</p> <p>How do external analysis tools help businesses gain a competitive advantage?</p> <p>When should organizations conduct an external analysis for strategic decision-making?</p> <p>Why is external analysis essential for long-term business sustainability?</p>



Lesson Plan No. 2.2	Course Name: Strategic Management	Course No.: BBAMJ-401
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Objectives	At the end of the lesson the student shall be able to: a. Analyze key external factors affecting businesses and understand their implications on organizational performance and decision-making.
Teaching Aids (if any)	a. Power Point Presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes):<ul style="list-style-type: none">• Discussion on factors that can influence a business's success or failure.• Explain that while internal factors such as management, operations, and finances are crucial, external factors beyond a company's control also significantly impact its performance.2. Discussion (15 minutes):<ul style="list-style-type: none">• Introduce students to various external factors affecting businesses, such as:• Economic factors (e.g., inflation, unemployment rates, economic growth)• Political factors (e.g., government policies, regulations, stability)• Socio-cultural factors (e.g., demographics, cultural trends, social values)• Technological factors (e.g., advancements, innovation, digital transformation)• Environmental factors (e.g., climate change, sustainability, environmental regulations)• Legal factors (e.g., laws, contracts, liability)
Closure	<ul style="list-style-type: none">• Summarize the key points discussed during the lesson.• Emphasize the importance of businesses understanding and



	<p>adapting to external factors to ensure sustainability and success.</p> <ul style="list-style-type: none">• Encourage students to continue exploring and staying updated on external factors affecting businesses through further research and reading. <p>Homework/Assignments:</p> <ul style="list-style-type: none">• Assign a homework task where students research recent news articles or case studies related to external factors impacting businesses and write a short analysis highlighting the key points and implications.
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss</p> <p>Who are the main external stakeholders influencing business performance, and what role do they play?</p> <p>How do economic, political, and technological factors impact organizational decision-making?</p> <p>When should businesses reassess their strategies in response to external environmental changes?</p> <p>Why is it crucial for organizations to continuously monitor and adapt to external business factors?</p>



Lesson Plan No. 2.3	Course Name: Strategic Management	Course No.: BBAMJ-401
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of SWOT analysis and its importance in strategic planning. b. Conduct a SWOT analysis for a business or a personal project. c. Recognize the practical applications of SWOT analysis in real-world scenarios.
Teaching Aids (if any)	a. Power Point Presentation b. Video
Teaching Development	<ol style="list-style-type: none">1. Introduction to SWOT Analysis (10 minutes)<ul style="list-style-type: none">• Explain the concept of SWOT analysis.• Discuss the importance of strategic planning in business and how SWOT analysis is a tool used for this purpose.• Provide real-world examples of how businesses or individuals might use SWOT analysis to make strategic decisions.2. Understanding the Components of SWOT (15 minutes)<ul style="list-style-type: none">• Break down each component of SWOT:• Strengths: Internal factors that give an advantage to the business or project.• Weaknesses: Internal factors that could hinder the success of the business or project.• Opportunities: External factors that the business or project could exploit for its benefit.• Threats: External factors that could pose challenges or risks to the business or project.• Show video https://www.youtube.com/watch?v=wOIWjkaZp94



	<p>3. Conducting a SWOT Analysis (20 minutes)</p> <ul style="list-style-type: none">• Divide the class into small groups.• Provide a case study or scenario for each group (e.g., starting a new restaurant, launching a tech startup, or planning a fundraising event).• Instruct each group to conduct a SWOT analysis for their assigned scenario, using the provided worksheets or a whiteboard to record their findings.
Closure	<ul style="list-style-type: none">• Summarize the key points discussed during the lesson.• Emphasize the importance of SWOT analysis <p>Homework/Assignments:</p> <ul style="list-style-type: none">• Students will write a brief reflection on their experience conducting a SWOT analysis, including any insights gained and potential applications in their own lives or future
Evaluation	<ul style="list-style-type: none">• Completion and quality of the individual SWOT analysis assignment.• Who should be involved in conducting a SWOT analysis for effective strategic planning?• How can SWOT analysis help in identifying growth opportunities for a business or personal project?• When is the best time to perform a SWOT analysis in the strategic planning process?• Why is it important to regularly update a SWOT analysis in a dynamic business environment?



Lesson Plan No. 2.4	Course Name: Strategic Management	Course No.: BBAMJ-401
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of industrial analysis in strategic management. b. Students will be able to identify and analyze key factors affecting industries. c. Students will learn how to apply industrial analysis frameworks to real-world.
Teaching Aids (if any)	a. Power Point Presentation
Teaching Development	<p>1. Introduction (10 minutes):</p> <ul style="list-style-type: none">• Introduction to strategic management and its importance in business.• the concept of industrial analysis as a crucial step in strategic management.• Explain that industrial analysis involves assessing the external environment to understand the industry's dynamics and competitive forces. <p>2. Overview of Industrial Analysis Frameworks (20 minutes):</p> <ul style="list-style-type: none">• Present an overview of common industrial analysis frameworks, such as:• Porter's Five Forces: Explain the five forces (threat of new entrants, bargaining power of buyers, bargaining power of suppliers, threat of substitute products or services, and intensity of competitive rivalry) and how they shape industry competition.• PESTEL Analysis: Discuss the six factors (Political, Economic, Social, Technological, Environmental, and Legal) and how they influence industry dynamics. <p>3. Industry Life Cycle Analysis (15 minutes):</p> <ul style="list-style-type: none">• Explain the concept of industry life cycles,



	<p>including introduction, growth, maturity, and decline stages.</p> <ul style="list-style-type: none">• Discuss how industry life cycle analysis helps organizations anticipate changes and plan strategic responses accordingly.• Provide examples of industries in each stage of the life cycle
Closure	<ul style="list-style-type: none">• Summarize the key points covered in the lesson.• Reinforce the importance of industrial analysis in strategic decision-making. <p>Homework/Assignments:</p> <ul style="list-style-type: none">• Encourage students to brainstorm examples of industries or companies that have successfully utilized industrial analysis to gain a competitive advantage
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none">• Who are the key stakeholders involved in industrial analysis, and how do they influence strategic decisions?• How can businesses effectively apply industrial analysis frameworks to gain a competitive advantage?• When should companies conduct an industrial analysis to ensure strategic relevance and adaptability?• Why is understanding industry-specific factors crucial for long-term business success?



Lesson Plan No. 2.5	Course Name: Strategic Management	Course No.: BBAMJ-401
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Objectives	At the end of the lesson the student shall be able to: a. Define External Factor Evaluation Matrix. b. Understand the purpose and significance of EFEM in strategic management. c. Create and interpret an EFEM for a given scenario.
Teaching Aids (if any)	a. Video of Facebook data center b. Video
Teaching Development	<ol style="list-style-type: none">1. Introduction (10 minutes):<ul style="list-style-type: none">• Discussing the importance of strategic management in businesses.• Explain that strategic management involves analysing internal and external factors that influence a company's performance.• Introduce the External Factor Evaluation Matrix (EFEM) as a tool used in strategic management to evaluate external opportunities and threats..2. Development (20 minutes):<ul style="list-style-type: none">• Define and discuss the components of EFEM• Break down the components of EFEM - opportunities, threats, weights, and ratings.• Discuss the importance of assigning appropriate weights to each factor based on its significance• Show Video: https://www.youtube.com/watch?v=vVMQ3KK71jE3. Interactive Activity (20 minutes):<ul style="list-style-type: none">• Divide the students into small groups.• Provide each group with a case study or scenario.• Ask the groups to identify external factors relevant



	<p>to the case study, assign weights, rate the organization's response, and construct an EFEM.</p> <ul style="list-style-type: none">• Circulate among the groups to provide guidance and answer questions.
Closure	<ul style="list-style-type: none">• Summarize the key points covered in the lesson.• Emphasize the importance of EFEM in strategic management and decision-making processes.• Encourage students to practice creating EFEMs for various companies to strengthen their understanding of the concept.. <p>Homework/Assignments:</p> <ul style="list-style-type: none">• Encourage students to brainstorm examples of industries or companies that have successfully utilized industrial analysis to gain a competitive advantage
Evaluation	<ul style="list-style-type: none">• Reflective Questions (What, Why, Who?). Allow students to answer and discuss.• Who is responsible for identifying external factors in the External Factor Evaluation Matrix (EFEM)?• How does EFEM contribute to strategic decision-making in an organization?• When should a company update its EFEM to remain competitive?• Why is it important to weigh and rate external factors in EFEM analysis?



Lesson Plan No. 3.1	Course Name: Strategic Management	Course No.: BBAMJ-401
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of internal factors affecting businesses. b. Identify and analyse key internal factors influencing business operations. c. Evaluate the impact of internal factors on business performance.
Teaching Aids (if any)	a. Power Point Presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes):<ul style="list-style-type: none">• Explaining the concept of internal factors affecting businesses.• Ask students what they think internal factors are and how they might influence a business.• Provide examples such as organizational structure, leadership style, company culture, resources, and technology.2. Key internal factors Strategic Management (15 minutes):<ul style="list-style-type: none">• Divide internal factors into categories such as human resources, management practices, operations, and financial resources.• Discuss each category and provide real-world examples to illustrate their impact on businesses.• Use examples to illustrate how strategic management differs from other management approaches.3. Reflection and Discussion (10 minutes):<ul style="list-style-type: none">• Lead a class discussion on the group presentations.• Encourage students to reflect on the similarities and differences in the internal factors identified by each group.• Discuss the effectiveness of the proposed strategies for addressing internal challenges.
Closure	<ul style="list-style-type: none">• Summarize the key points covered in the lesson.• Allow time for questions and clarification.• Discuss the relevance of the lesson to the broader field of business and management. Homework/Assignments: <ul style="list-style-type: none">• Assign a homework task or in-class exercise where students research a specific business and identify its internal strengths and weaknesses.
Evaluation	Reflective Questions (What, Why, Who?). Allow students to answer



	<p>and discuss.</p> <p>Who within an organization plays the most significant role in shaping internal factors affecting business operations?</p> <p>How do internal factors like leadership, culture, and resources influence business performance?</p> <p>When do internal factors become critical in determining the success or failure of a business?</p> <p>Why is it important for businesses to continuously assess and adapt to internal factors?</p>
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Lesson Plan No. 3.2	Course Name: Strategic Management	Course No.: BBAMJ-401
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of Internal factors evaluation Matrix. b. Learn how to construct and analyse it to assess a company's internal strengths and weaknesses.
Teaching Aids (if any)	a. Power Point Presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes):<ul style="list-style-type: none">• Define the IFE Matrix as a strategic management tool used to evaluate a company's internal strengths and weaknesses.• Explain that it provides a systematic approach to identify and prioritize key internal factors affecting a company's performance.2. Process of Constructing an IFE Matrix (15 minutes):<ul style="list-style-type: none">• Discuss the two main components: internal factors (strengths and weaknesses) and weightage (ranging from 0 to 1).• Explain that weights represent the relative importance of each factor to the company's success.• Explain the steps: identify key internal factors, assign weights, rate strengths and weaknesses, and calculate total weighted score.• Use a sample IFE Matrix to demonstrate the process.3. Group Activity: Constructing an IFE Matrix (20 minutes)<ul style="list-style-type: none">• Divide students into groups and provide them with a case study or example of a company.• Ask each group to identify and list key internal factors, assign weights, rate strengths and weaknesses, and calculate total weighted score to construct an IFE Matrix.
Closure	<ul style="list-style-type: none">• Summarize the key points covered in the lesson.• Encourage students to apply the concepts learned to real-world business situations. Homework/Assignments: <ul style="list-style-type: none">• Assign a homework task or extension activity where students analyse an IFE Matrix of a real company and suggest strategic recommendations based on the findings.



Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none">• Who is responsible for identifying and evaluating internal factors in a company?• How does the Internal Factors Evaluation (IFE) Matrix help in strategic decision-making?• When should a company update its Internal Factors Evaluation Matrix?• Why is it important to assess both strengths and weaknesses in an IFE Matrix?
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Lesson Plan No. 3.3	Course Name: Strategic Management	Course No.: BBAMJ-401
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Objectives	<p>At the end of the lesson the student shall be able to:</p> <ol style="list-style-type: none">Understand the concepts of VRIO (Value, Rarity, Imitability, Organization).Learn how to apply them to analyse the competitive advantage of a firm.
Teaching Aids (if any)	<ol style="list-style-type: none">Power Point PresentationReading Material
Teaching Development	<ol style="list-style-type: none">Introduction to VRIO Framework (10 minutes):<ul style="list-style-type: none">Define VRIO: Value, Rarity, Imitability, OrganizationExplain how VRIO is used to evaluate a firm's resources and capabilitiesProvide examples to illustrate each aspect of the VRIO frameworkExplanation of VRIO Elements (15 minutes):<ul style="list-style-type: none">Value: Discuss how a resource or capability adds value by enabling a firm to exploit opportunities or neutralize threats.Rarity: Explain that resources or capabilities must be rare among competitors to provide a competitive advantage.Imitability: Describe the importance of resources or capabilities being difficult to imitate by competitors.Organization: Highlight the need for the firm to organize its resources and capabilities effectively to exploit their potential of VRIO Framework. <p>• Reading Material: https://teaching.up.edu/BUS580/bps/Barney%20and%20Hesterly,%202008,%20ch3_VRIO%20internal%20analysis.pdf</p> <ol style="list-style-type: none">Application of VRIO Framework(15 minutes):<ul style="list-style-type: none">Break students into small groupsProvide a case study or ask students to choose a companyHave groups analyse the firm's resources and capabilities using the VRIO frameworkDiscuss findings in the class and compare results



Closure	<ul style="list-style-type: none">• Summarize the key points covered in the lesson.• Encourage students to apply the concepts learned to real-world business situations. Homework/Assignments: <ul style="list-style-type: none">• Students understanding of VRIO framework can be assessed through their participation in their application exercise and the quality of their analysis.
Evaluation	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. <ul style="list-style-type: none">• Who in an organization is responsible for identifying and leveraging VRIO resources for competitive advantage?• How can a firm ensure that its resources remain rare and inimitable over time?• When should a company reassess its VRIO framework to maintain its strategic edge?• Why is organizational capability crucial for turning valuable resources into a sustainable competitive advantage?



Lesson Plan No. 3.4	Course Name: Strategic Management	Course No.: BBAMJ-401
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of value chain analysis and its importance in value chain analysis.
Teaching Aids (if any)	a. Power Point Presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction to Value Chain Analysis (10 minutes)<ul style="list-style-type: none">• Define value chain: the series of activities that an organization performs in order to deliver a valuable product or service to its customers.• Explain the importance of value chain analysis in identifying opportunities for competitive advantage.2. Components of the Value Chain (10 minutes):<ul style="list-style-type: none">• Discuss the primary activities: inbound logistics, operations, outbound logistics, marketing and sales, and service.• Discuss the support activities: procurement, technology development, human resource management, and firm infrastructure.3. Components of the Value Chain (10 minutes)<ul style="list-style-type: none">• Discuss the primary activities: inbound logistics, operations, outbound logistics, marketing and sales, and service.• Discuss the support activities: procurement, technology development, human resource management, and firm infrastructure.
Closure	<ul style="list-style-type: none">• Summarize the key points of the lesson• Encourage students to think about how they can apply value chain analysis in their future careers. Homework/Assignments: <ul style="list-style-type: none">• Quiz on the components of the value chain and the objectives of value chain analysis.
Evaluation	Reflective Questions (What, Why, Who?). Allow students to answer and discuss.



	<p>Who are the key stakeholders involved in the value chain analysis process?</p> <p>How does value chain analysis help businesses gain a competitive advantage?</p> <p>When should a company conduct a value chain analysis for optimal decision-making?</p> <p>Why is value chain analysis important for improving organizational efficiency?</p>
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Lesson Plan No. 3.5	Course Name: Strategic Management	Course No.: BBAMJ-401
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Objectives	At the end of the lesson the student shall be able to: a. Understand the importance of qualitative and quantitative analysis in strategic management. b. Learn key methods and tools for conducting qualitative and quantitative analysis. c. Apply these analysis techniques to real-world strategic management scenarios.
Teaching Aids (if any)	a. Power Point Presentation b. Reading Material
Teaching Development	1. Introduction to Qualitative and Quantitative Analysis (5 minutes) • Define qualitative and quantitative analysis. • Explain the significance of each in strategic management. 2. Qualitative Analysis in Strategic Management (15 minutes) • Discuss the types of qualitative data used in strategic analysis (e.g., interviews, observations, surveys). • Explain how to conduct a SWOT analysis and its role in strategic decision-making. • Discuss the use of other qualitative tools such as PESTEL analysis and Porter's Five Forces. • Reading Material: https://www.irjet.net/archives/V7/i7/IRJET-V7I7459.pdf 3. Quantitative Analysis in Strategic Management (20 minutes) • Explain the types of quantitative data used in strategic analysis (e.g., financial data, market research data). • Discuss key quantitative analysis tools like financial ratio analysis, trend analysis, and forecasting techniques. • Demonstrate how to interpret quantitative data to make informed strategic decisions.
Closure	• Recap the key points covered in the lesson.



	<p>Homework/Assignments:</p> <ul style="list-style-type: none">Evaluate students based on their participation in the discussion and their ability to apply qualitative and quantitative analysis techniques to the given scenario.
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Who benefits the most from qualitative and quantitative analysis in strategic management?</p> <p>How do qualitative and quantitative methods complement each other in decision-making?</p> <p>When should organizations prioritize qualitative analysis over quantitative analysis in strategy formulation?</p> <p>Why is it essential to apply both qualitative and quantitative analysis in real-world strategic scenarios?</p>



Lesson Plan No. 3.6	Course Name: Strategic Management	Course No.: BBAMJ-401
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of benchmarking and its importance in strategic management. b. Learn how to conduct benchmarking effectively. c. Explore the use of industry norms in strategic decision-making.
Teaching Aids (if any)	a. Power Point Presentation b. Video
Teaching Development	1. Introduction to Benchmarking (20 minutes) • Define benchmarking as a process of comparing one's business processes and performance metrics to industry bests or best practices from other industries. • Discuss the importance of benchmarking in improving performance and competitiveness. • Steps in Benchmarking. 2. Steps in Benchmarking (15 minutes): • Identify what to benchmark. • Identify companies or processes to benchmark against. • Collect data and analyze. • Implement changes based on findings. • Monitor and adjust benchmarks over time. • Video https://www.youtube.com/watch?v=8mY2YrYAE-U 3. Industry Norms (10 minutes): • Definition and significance of industry norms in strategic management. • How industry norms are used in setting performance targets and goals.



	<ul style="list-style-type: none">• Examples of industry norms in different industries (e.g., financial ratios, customer satisfaction benchmarks).
Closure	<ul style="list-style-type: none">• Review key concepts and insights from the lesson.• Emphasize the importance of continuous improvement through benchmarking and industry norms. <p>Homework/Assignments:</p> <p>Ask students to write a short reflection on the lesson, highlighting key takeaways and how they can apply them in their future careers.</p>
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Who benefits the most from implementing benchmarking in strategic management?</p> <p>How can organizations effectively identify the right benchmarks for comparison?</p> <p>When should a company conduct benchmarking to maximize its strategic impact?</p> <p>Why is benchmarking crucial for staying competitive in the industry?</p>



Lesson Plan No. 4.1	Course Name: Strategic Management	Course No.: BBAMJ-401
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Objectives	At the end of the lesson the student shall be able to: a. Understand the nature, importance, and characteristics of long-term objectives in strategic management.
Teaching Aids (if any)	a. Power point presentation
Teaching Development	<p>1. Introduction (10 minutes):</p> <ul style="list-style-type: none"> • Explain the concept of long-term objectives. • Discuss how long-term objectives differ from short-term goals and vision statements. • Discuss the characteristics of effective long-term objectives, such as specificity, measurability, achievability, relevance, and time orientation. <p>2. Nature and types of Long term objectives(15 minutes):</p> <ul style="list-style-type: none"> • Discuss how long-term objectives are typically set for a period of 3 to 5 years. • Discuss different types of long-term objectives, such as growth objectives, profitability objectives, market standing objectives, and social responsibility objectives. • Highlight the role of long-term objectives in shaping an organization's strategy and providing a framework for decision-making. <p>Reflection and Discussion (10 minutes):</p> <ul style="list-style-type: none"> • Encourage students to research and analyse the long-term objectives of a company of their choice. • Ask students prepare a brief report or presentation on their findings, highlighting the relevance and effectiveness of the company's long-term objectives.
Closure	<ul style="list-style-type: none"> • Summarize the key points discussed during the lesson. • Emphasize the importance of setting clear and meaningful long-term objectives in strategic management. <p>Homework/Assignments:</p> <ul style="list-style-type: none"> • Give a short quiz to assess students' understanding of the nature and importance of long-term objectives



Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Who is responsible for setting long-term objectives in strategic management?</p> <p>How do long-term objectives influence organizational success?</p> <p>When should long-term objectives be reviewed and adjusted?</p> <p>Why are long-term objectives crucial for sustainable competitive advantage?</p>
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Lesson Plan No. 4.2	Course Name: Strategic Management	Course No.: BBAMJ-401
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Objectives	At the end of the lesson the student shall be able to: a. Differentiate between financial objectives and strategic objectives in strategic management. b. Understand the importance of aligning financial and strategic objectives.
Teaching Aids (if any)	a. Power point Presentation b. Video
Teaching Development	1. Introduction (10 minutes): <ul style="list-style-type: none">• Concept of strategic management and its significance in guiding organizational decisions and actions.• Introduce the concept of objectives within strategic management. 2. Differentiating Financial and Strategic Objectives(15 minutes): <ul style="list-style-type: none">• Define strategic objectives as broader goals that focus on the overall direction and competitive position of the company, such as market share, customer satisfaction, and innovation.• Discuss the difference between short-term financial goals and long-term strategic goals• Use case study to illustrate the impact of alignment or misalignment on a company's performance.<ul style="list-style-type: none">• Video: https://www.youtube.com/watch?v=rfPdJbg33mw 3. Reflection and Discussion (10 minutes): <ul style="list-style-type: none">• Encourage students to research and analyze the financial and strategic objectives of a company of their choice and present their findings to the class.
Closure	<ul style="list-style-type: none">• Summarize the key points discussed during the lesson.• Emphasize the importance of aligning financial and strategic objectives for the long-term success of a company. Homework/Assignments: <ul style="list-style-type: none">• Write a short essay (500-700 words) discussing the importance of balancing financial and strategic objectives in strategic



	management, using examples from the case study or your chosen company.
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Who is responsible for setting financial and strategic objectives in an organization?</p> <p>How do financial objectives differ from strategic objectives in terms of long-term impact?</p> <p>When should organizations reassess the alignment between financial and strategic objectives?</p> <p>Why is it crucial to align financial and strategic objectives for sustainable growth?</p>



Lesson Plan No. 4.3	Course Name: Strategic Management	Course No.: BBAMJ-401
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concepts of integration, diversification, and defensive strategies. b. Analyze the implications of each strategy on a business's competitive position and risk profile.
Teaching Aids (if any)	a. Video b. Power point presentation
Teaching Development	1. Introduction (05 minutes): <ul style="list-style-type: none">Begin with a brief discussion on the importance of strategic management in business.Introduce the three types of strategies: integration, diversification, and defensive. 2. Discussion (15 minutes): <ul style="list-style-type: none">Discuss the types of integration strategies: vertical, horizontal, and conglomerate.Use examples of companies employing each type (e.g., Disney's acquisition of Pixar for horizontal integration).Show video on types of strategies https://youtu.be/ZDExLnS9IC0?si=zW-jprTT61grlwUp 3. Activity (10 minutes): <ul style="list-style-type: none">Divide students into groups and provide them with a case study.Ask each group to identify which type(s) of strategy the company is employing and justify their answer.
Closure	<ul style="list-style-type: none">Recap the three types of strategies discussed.Discuss the importance of selecting the right strategy based on the organization's goals and external environment. Homework/Assignments: <ul style="list-style-type: none">Assign a homework task where students research recent news articles or case studies related to external factors impacting



	businesses and write a short analysis highlighting the key points and implications.
Evaluation	<p>Evaluate students based on their participation in discussions and the accuracy of their analysis in the activity.</p> <p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Who should consider integration, diversification, or defensive strategies in their business growth plan?</p> <p>How do integration and diversification strategies impact a company's competitive advantage and market positioning?</p> <p>When is it necessary for a business to adopt defensive strategies to mitigate risks?</p> <p>Why do companies choose diversification over integration, and what factors influence this decision?</p>



Lesson Plan No. 4.4	Course Name: Strategic Management	Course No.: BBAMJ-401
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of Porter's generic business strategies. b. Analyze and apply the three generic strategies in real-world business scenarios.
Teaching Aids (if any)	a. Power point presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes):<ul style="list-style-type: none">• Briefly introduce Michael Porter and his concept of competitive strategies.• Explain the importance of understanding different business strategies for organizations.2. Discussion (15 minutes):<ul style="list-style-type: none">• Present and explain the three generic strategies: cost leadership, differentiation, and focus.• Provide examples of companies that have successfully implemented each strategy.3. Activity (10 minutes):<ul style="list-style-type: none">• Divide students into small groups.• Assign each group a different industry (e.g., automotive, technology, retail).• Ask each group to identify a company in that industry and analyse its competitive strategy using Porter's framework.• Have groups present their analyses to the class.
Closure	<ul style="list-style-type: none">• Summarize the key points discussed in the class.• Reinforce the importance of understanding competitive strategies in businesses. <p>Homework/Assignments:</p> <ul style="list-style-type: none">• Ask students to identify the companies that have successfully



	changed their competitive strategies over time and analyze the reason behind the changes,
Evaluation	<p>Class participation in discussions and group activities. Written analysis of a case study using Porter's generic strategies.</p> <p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Who benefits the most from implementing Porter's generic business strategies, and why?</p> <p>How can a company determine which of the three generic strategies best aligns with its competitive advantage?</p> <p>When should a business shift from one generic strategy to another, and what factors influence this decision?</p> <p>Why do some companies fail despite adopting a generic business strategy, and what can they do to avoid it?</p>