



Lesson Plan No. 1.1	Course Name: Strategic Management Topic: Strategic Management: Meaning and Evolution	Course No.: BCMMI-405 A
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Objectives	At the end of the lesson the student shall be able to: a. Articulate the fundamental concept of strategic management. b. Identify the need for strategic management in organizational success. c. Discuss the evolution of strategic management over time.
Teaching Aids (if any)	a. ICT
Teaching Development	1. Introduction (5 minutes) <ul style="list-style-type: none">Ask questions:<ul style="list-style-type: none">What do you understand by the term "strategy"?Why do organizations need strategies to succeed?Have you seen businesses change their strategies over time? Give examples. 2. Development (30 minutes) <ul style="list-style-type: none">a) Introduction to Strategic Management<ul style="list-style-type: none">Define strategic management.<ul style="list-style-type: none">Strategic management is the process of formulating, implementing, and evaluating strategies to achieve organizational goals.b) Need for Strategic Management<ul style="list-style-type: none">Provides a structured approach to decision-making.Helps businesses gain a competitive advantage.Aligns resources efficiently to achieve goals.Improves adaptability to external changes.c) Evolution of Strategic Management<ul style="list-style-type: none">i. 1950s–1960s: Early Planning Approaches<ul style="list-style-type: none">Emphasis on long-term corporate planning.Financial budgeting and forecasting were key practices.ii. 1970s–1980s: Competitive Positioning and Industry Analysis<ul style="list-style-type: none">Michael Porter's Five Forces Model introduced.Focus on competitive advantage and market positioning.iii. 1990s: Resource-Based View (RBV)<ul style="list-style-type: none">Shift from external analysis to internal capabilities.Companies began focusing on core competencies.iv. 2000s–Present: Dynamic and Digital Strategies<ul style="list-style-type: none">Organizations moved towards agility and continuous adaptation.Technology, innovation, and globalization shaped strategies.



	<ul style="list-style-type: none">• Sustainability and Corporate Social Responsibility (CSR) became important. <p>3. Exercise (5 minutes)</p> <ul style="list-style-type: none">• Ask students to identify key strategic decisions of a well-known company and analyze their impact.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Homework<ul style="list-style-type: none">• Conduct research on a company and describe how its strategy evolved over time.3. Suggested Readings:<ul style="list-style-type: none">• Book 1, Ch.1 <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions<ol style="list-style-type: none">a. How does strategic management contribute to an organization's competitive advantage?b. What factors influence the evolution of strategic management?2. Discussion:<ul style="list-style-type: none">• Discuss how do companies use different strategic approaches today compared to 50 years ago?• What role does innovation play in shaping modern strategic management? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 1.2	Course Name: Strategic Management Topic: Model of Strategic Management Process	Course No.: BCMMI-405 A
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Objectives	At the end of the lesson the student shall be able to: a. Articulate the concept of the strategic management process. b. Identify the key stages in the strategic management process. c. Analyze how businesses apply the strategic management process in decision-making.
Teaching Aids (if any)	a. ICT Tools
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">• Ask questions.<ul style="list-style-type: none">- How do businesses make important long-term decisions?- Have you ever seen a company change its strategy? Why do you think they did that?- Why do you think some businesses succeed while others fail?• Briefly introduce the strategic management process as a systematic approach that helps organizations plan, implement, and evaluate strategies for success. What is a strategy?2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction to the Strategic Management Process<ul style="list-style-type: none">• Definition: The strategic management process is a structured approach to formulating and implementing strategies that help organizations achieve their goals.b) Stages of the Strategic Management Process<ol style="list-style-type: none">i. Environmental Scanning<ul style="list-style-type: none">- Analyzing internal factors (strengths & weaknesses) and external factors (opportunities & threats).- Tools used: SWOT Analysis, PESTEL Analysis, Porter's Five Forces.ii. Strategy Formulation<ul style="list-style-type: none">- Defining the company's vision, mission, and objectives.- Developing corporate, business, and functional strategies.iii. Strategy Implementation<ul style="list-style-type: none">- Allocating resources and putting strategies into action.- Aligning organizational structure, leadership, and culture with strategy.iv. Strategy Evaluation and Control<ul style="list-style-type: none">- Monitoring performance and measuring results.- Making adjustments based on feedback and market changes.c) Real-World Applications



	<ul style="list-style-type: none">- Case Study Discussion: How companies like Apple, Tesla, and Amazon use the strategic management process to maintain competitive advantage. <p>3. Exercise (5 minutes)</p> <ul style="list-style-type: none">- Divide students into groups and assign a company. Each group should identify how the company applies different stages of the strategic management process.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Homework<ul style="list-style-type: none">- Research about strategies used by kings and rulers in ancient times3. Suggested Reading- Book1, Ch.1 <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions.<ol style="list-style-type: none">a. Reinforce the concept and stages of the strategic management process.b. Highlight how businesses use this model to stay competitive. Allow students to answer and discuss.2. Discussion:<ul style="list-style-type: none">- Engage students to discuss how do businesses ensure their strategic decisions are successful and what challenges do companies face when implementing strategies? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 1.3	Course Name: Strategic Management Topic: Model of strategic management process	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. Discuss different schools of thought on strategy formation. b. Compare and contrast various approaches to strategy development. c. Analyze real-world examples of companies applying different strategy formation approaches.
Teaching Aids (if any)	a. ICT
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">• Ask questions.<ul style="list-style-type: none">- How do businesses develop strategies?- Do all companies follow the same approach to making strategic decisions?- Can strategy be planned in advance, or does it emerge over time?• Introduce that different schools of thought offer varied perspectives on how strategies are formed, ranging from structured planning to emergent processes. <p>2. Development (30 minutes)</p> <p>a) Introduction to Strategy Formation</p> <ul style="list-style-type: none">- Definition: Strategy formation refers to the process of developing and shaping an organization's long-term direction.- Importance:<ul style="list-style-type: none">- Different industries and organizations require different approaches to strategy.- Understanding multiple perspectives helps managers make informed strategic decisions. <p>b) Schools of Thought on Strategy Formation (Mintzberg's 10 Schools)</p> <p>Prescriptive Schools (Planned Approaches):</p> <ol style="list-style-type: none">Design School – Strategy as a fit between internal capabilities and external conditions (SWOT Analysis).Planning School – Strategy as a formal, step-by-step process.Positioning School – Strategy as a competitive position within the industry (Porter's Five Forces). <p>Descriptive Schools (Emergent Approaches):</p> <ol style="list-style-type: none">Entrepreneurial School – Strategy shaped by a visionary leader (e.g., Elon Musk's Tesla).



	<ul style="list-style-type: none"> ii. Cognitive School – Strategy influenced by mental models and perceptions. iii. Learning School – Strategy as a continuous learning process (trial and error). iv. Power School – Strategy as a result of power struggles and negotiations. v. Cultural School – Strategy shaped by organizational culture and values (e.g., Toyota’s Kaizen approach). vi. Environmental School – Strategy determined by external forces beyond the firm's control. vii. Configuration School – Strategy formation as a process of transformation through distinct phases. <p>c) Comparing the Schools of Thought</p> <ul style="list-style-type: none"> - Planned vs. Emergent Strategies: - Are strategies better when carefully planned or when they emerge over time? <p>3. Exercise (5 minutes)</p> <ul style="list-style-type: none"> - Divide students into groups and assign each a school of thought. and each group presents an example of a company using that approach.
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Homework <ul style="list-style-type: none"> - Research about Evolution and models of strategic management. 3. Suggested Reading: Book 1, Ch.1. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions <ol style="list-style-type: none"> a. How do different schools of thought approach strategy formation? b. Which school of thought do you think is most applicable to modern businesses? 2. Discussion: <ul style="list-style-type: none"> - Engage students to discuss that should companies strictly follow one school of thought, or should they combine multiple approaches? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 1.4	Course Name: Strategic Management Topic: Strategic decision making: concept and issues.	Course No.: BCMMI-405 A
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Objectives	At the end of the lesson the student shall be able to: a. Explain the concept of strategic decision-making. b. Identify key issues and challenges in strategic decision-making. c. Analyze real-world cases of strategic decision-making and their impact on businesses.
Teaching Aids (if any)	a. ICT
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">• Ask questions.<ul style="list-style-type: none">- What is the most important decision you have ever made?- How do organizations make major strategic decisions?- What factors influence decision-making in business?• Briefly introduce strategic decision-making as the process of making long-term, high-impact decisions that shape an organization's direction.2. Development (30 minutes)<ol style="list-style-type: none">a) Concept of Strategic Decision-Making<ul style="list-style-type: none">- Definition: Strategic decision-making involves making high-level decisions that impact the long-term success of an organization.- Characteristics:<ul style="list-style-type: none">• Long-term focus• High stakes and significant resource allocation• Involves uncertainty and risk• Requires consideration of external and internal factorsb) Types of Strategic Decisions<ol style="list-style-type: none">i. Growth and Expansion Decisions – Entering new markets, mergers & acquisitions.ii. Competitive Strategy Decisions – Cost leadership vs. differentiation.iii. Innovation and Technology Decisions – Investing in digital transformation.iv. Financial Strategy Decisions – Capital investment, funding options.c) Issues and Challenges in Strategic Decision-Making:<ol style="list-style-type: none">i. Uncertainty and Risk: Businesses must make decisions despite unpredictable external environments.ii. Information Overload: Too much data can make decision-making complex.iii. Cognitive Biases: Decision-makers may be influenced by personal biases (e.g., overconfidence bias, confirmation bias).



	<ul style="list-style-type: none"> iv. Ethical Dilemmas: Balancing profitability with social responsibility. v. Stakeholder Pressure: Conflicting interests from employees, investors, and customers. <p>d) Strategic Decision-Making Models</p> <ul style="list-style-type: none"> i. Rational Model – Logical step-by-step decision-making approach. ii. Bounded Rationality Model – Decision-making is limited by time, resources, and cognitive ability. iii. Intuitive Model – Decisions based on experience and gut feeling. iv. Garbage Can Model – Decisions emerge from random interactions within an organization. <p>3. s)</p> <ul style="list-style-type: none"> - Each group analyzes a business decision from a real-world case and determines whether it was a successful or failed strategic decision.
Closure	<ul style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Homework <ul style="list-style-type: none"> - Write a short report (300–500 words) on a recent strategic decision made by a well-known company and analyze its impact. 3. Suggested Reading- Book 1, Ch 3 <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ul style="list-style-type: none"> 1. Reflective Questions <ul style="list-style-type: none"> a. What are the key challenges businesses face in strategic decision-making? b. How can companies reduce uncertainty when making strategic decisions? 2. Discussion: <ul style="list-style-type: none"> - Encourage students to discuss how do companies ensure that their strategic decisions lead to long-term success and what are some common mistakes organizations make in strategic decision-making? - <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 2.1	Course Name: Strategic Management Topic: External Audit- Meaning and Nature	Course No.: BCMMI-405 A
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Objectives	At the end of the lesson the student shall be able to: a. Explain the meaning and purpose of external audit. b. Identify the key characteristics and nature of external audit. c. Recognize the importance of external audits in financial transparency and corporate governance.
Teaching Aids (if any)	a. ICT
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">Ask questions.<ul style="list-style-type: none">What is an audit?Why do businesses need external audits?Have you heard of any companies facing financial scandals due to poor auditing?Briefly introduce the concept of external audit as an independent verification of a company's financial statements. <p>2. Development (30 minutes)</p> <p>a) Meaning of External Audit</p> <ul style="list-style-type: none">Definition: An external audit is an independent examination of financial statements to ensure accuracy, compliance, and fairness in financial reporting.Conducted by: Certified public accountants (CPAs) or external audit firms.Objective: To provide an independent opinion on financial statements and enhance stakeholder confidence. Strategic decision-making involves making high-level decisions that impact the long-term success of an organization. <p>b) Types of Strategic Decisions</p> <ol style="list-style-type: none">Independent Examination – External auditors are not part of the organization, ensuring objectivity.Regulatory Compliance – Ensures financial reports comply with IFRS, GAAP, and legal standards.Verification of Financial Statements – Checking the accuracy and reliability of financial data.Opinion-Based Reporting – Auditors issue an audit opinion (Unqualified, Qualified, Adverse, Disclaimer).Risk Assessment – Identifies financial and operational risks.Stakeholder Confidence – Provides assurance to investors, lenders, and regulators.Mandatory for Certain Organizations – Required for public companies, large corporations, and entities subject to financial



	<p>regulations.</p> <p>c) Importance of External Audits</p> <ul style="list-style-type: none">- Prevents fraud and misstatements.- Helps organizations build trust with investors and regulatory authorities.- Supports corporate governance and accountability. <p>d) Case Study Discussion</p> <ul style="list-style-type: none">- Example 1: Enron Scandal (2001) – Failure of external audit led to one of the biggest corporate fraud cases.- Example 2: Tata Consultancy Services (TCS) – Strong audit practices contributing to financial integrity.- Each group analyzes a business decision from a real-world case and determines whether it was a successful or failed strategic decision. <p>3. Exercise (5 minutes)</p> <ul style="list-style-type: none">- Divide students into groups and assign them an audit report of a real company and each group analyzes the audit opinion and presents key takeaways.
Closures	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Homework<ul style="list-style-type: none">- Write a short report (300–500 words) on the role of external auditors in a financial scandal or corporate success story, a recent strategic decision made by a well-known company and analyze its impact.3. Suggested Reading- Book 2, Ch 3 <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions<ol style="list-style-type: none">a. Why is external auditing important for investors and regulators?b. What are the key differences between internal and external audits?2. Discussion:<ul style="list-style-type: none">- Encourage students to discuss how can an external audit guarantee 100% fraud prevention? Why or why not? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 2.2	Course Name: Strategic Management Topic: Key external factors effecting business	Course No.: BCMMI-405 A
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Identify the key external factors influencing businesses. Understand how these factors impact decision-making and business performance. Analyze real-world examples of businesses adapting to external influences.
Teaching Aids (if any)	<ol style="list-style-type: none"> ICT Case study on business environment analysis
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 are some external factors that affect a business? How do changes in government policies or the economy impact companies? is the most important decision you have ever made? Briefly introduce external factors as uncontrollable elements that businesses must monitor and respond to Development (30 minutes) <ol style="list-style-type: none"> Meaning of External Factors <ul style="list-style-type: none"> Definition: External factors are environmental influences that affect business operations and strategic decisions. Importance: Understanding external factors helps businesses adapt and remain competitive. Key External Factors Affecting Businesses <ol style="list-style-type: none"> Political Factors: <ul style="list-style-type: none"> Government regulations, taxation policies, trade laws, political stability. Example: Brexit impacting trade policies and supply chains. Economic Factors: <ul style="list-style-type: none"> Inflation, interest rates, exchange rates, global economic conditions. Example: Recession reducing consumer spending and business investments. Social Factors: <ul style="list-style-type: none"> Demographics, cultural trends, lifestyle changes, consumer behavior. Example: Increased demand for organic food due to health-conscious consumers. Technological Factors: <ul style="list-style-type: none"> Innovation, automation, cybersecurity, digital transformation. Example: Netflix disrupting the entertainment industry with streaming services. Environmental Factors:-



	<ul style="list-style-type: none">- Climate change, sustainability practices, resource availability.- Example: Car manufacturers shifting to electric vehicles due to environmental regulations. <p>vii. Legal Factors:</p> <ul style="list-style-type: none">- Business laws, labor laws, intellectual property rights.- Example: Data protection laws (e.g., GDPR) impacting global tech companies- Rational Model – Logical step-by-step decision-making approach. <p>c) Case Study Discussion</p> <ul style="list-style-type: none">- Amazon adapting to changing customer preferences and e-commerce trends.- Toyota's response to sustainability and environmental concerns. <p>3. Exercise (5 minutes)</p> <ul style="list-style-type: none">- Divide students into groups and assign each a business sector (e.g., retail, automotive, technology). Each group identifies the top 3 external factors affecting businesses in their assigned sector and presents their findings.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Homework<ul style="list-style-type: none">- Write a report on how a specific company has adapted to external environmental changes.3. Suggested Reading- Book 3, Ch 3 <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions<ol style="list-style-type: none">a. Why is it important for businesses to analyze external factors?b. How can businesses proactively respond to changes in their external environment?2. Discussion:<ul style="list-style-type: none">- Encourage students to discuss how do businesses use tools like PESTEL analysis to assess external influences and what happens when a company fails to adapt to external changes? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 2.3	Course Name: Strategic Management Topic : SWOT analysis	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of SWOT Analysis. b. Understand SWOT analysis. c. Why is it important?
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions. What is a strategy? What do you understand by SWOT analysis? What can be the forces in external environment?Development (30 minutes) Understand the concept of SWOT Analysis Analyse the importance of SWOT analysis.2. Exercise (5 minutes) – Asking questions on the topic
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading- Azhar Kazmi, Adela3. Homework<ul style="list-style-type: none">- Go through the PPTS <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Classroom quiz <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



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



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



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



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Lesson Plan No. 2.7	Course Name: Strategic Management Topic :The industrial -organizational view	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Industrial organizational view.. b. Understand the factors that are used to understand the industrial organisational view. c. Why is it important?
Teaching Aids (if any)	a.Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is an Industry? What do you understand by the industrial -organisational view? What are the factors to be considered while understanding the industrial organisational view? Development (30 minutes) Understand the concept of Industrial organisation view. Analyse the importance of it. 2. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Classroom quiz



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Spend 5 minutes to evaluate student assimilation of the lesson contents



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



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



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



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



Evaluation

1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.
 2. Classroom quiz
- Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 3.4	Course Name: Strategic Management Topic :VRIO matrix	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of VRIO b. Understand the factors that are internal to an organisation and analyse whether that strength is rare , imitable or not. c. Why is it important? d. Make the matrix
Teaching Aids (if any)	a.Chalk and Talk b. PPT
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What is an internal factor to an organisation? What do you understand by internal strengths? Analyse whether your strength is rare ,imitable or delivering value to the customer? How do these internal forces impact a business? <p>Development (30 minutes)</p> <p>Understand the concept of VRIO. Analyse the importance of it. Understand internal factors to an organisation.</p> <p>2. Exercise (5 minutes) –</p> <p>Asking questions on the topic</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading- Azhar Kazmi, Adela</p> <p>3. Homework</p> <ul style="list-style-type: none">- Go through the PPTS <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.



	2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents
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Lesson Plan No. 3.5	Course Name: Strategic Management Topic: Value chain analysis	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Value chain analysis. b. Understand the primary and secondary activities that are a part of value chain analysis . c. Why is it important?
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What are the activities in delivering value to a customer? What do you understand by primary and secondary activities in value chain analysis? How do these activities impact a business? Development (30 minutes) Understand the concept of Value chain Analyse the importance of it. Understand the activities that contribute to value chain analysis . 2. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Classroom quiz



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Spend 5 minutes to evaluate student assimilation of the lesson contents



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



Lesson Plan No. 3.7	Course Name: Strategic Management Topic: Quantitative analysis	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of quantity and its relevance. b. Why is it important? c. Analyse the role of analysis of quantity.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is a quantitative analysis ? How it impacts an organisation? Development (30 minutes) Understand the concept of quantitative analysis. Analyse the importance of it. 2. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



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



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



Lesson Plan No. 4.1	Course Name: Strategic Management Topic: Long term objectives	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of long term objectives. b. Why is it important? c. Analyse the types of long term objectives
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is an objective? What are long term and short term objectives? Development (30 minutes) Understand the concept of long term objectives. Analyse the importance of it. Analyse the types of long term objectives. 2. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



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



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



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



Lesson Plan No. 4.5	Course Name: Strategic Management Topic: Types of strategies- Integration	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of strategy and its types. b. Why is it important? c. Analyse the integration strategy.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is a strategy ? What is a n integrated strategy ? Purpose of integrated strategy with examples. Development (30 minutes) Understand the concept of integrated strategy . Analyse the importance of it. Analyse the types of integrated strategy. 2. Exercise (5 minutes) – Asking questions on the topic
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading- Azhar Kazmi, Adela 3. Homework - Go through the PPTS Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Classroom quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



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



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



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



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



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



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Lesson Plan No. 5.3	Course Name: Strategic Management Topic: Rumelt's criteria of strategic evaluation	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Strategic evaluation b. select the appropriate strategic evaluation. c. illustrate the nature of strategic evaluation. d. appreciate advantages of Strategic evaluation. e. Understand the process of strategic evaluation.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	<p>1. Introduction (5 minutes) - Ask questions. What is a strategy? What is evaluation? What is the role of evaluation in your daily life? How does strategic evaluation work?</p> <p>2. Development (30 minutes) Understanding of strategic evaluation. Strategic evaluation and relevance. Strategic evaluation and its nature Process of strategic evaluation. Understanding Rumelt's criteria of strategic evaluation.</p> <p>3. Exercise (5 minutes) – Asking questions on the topic</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading- Azhar Kazmi, Adela</p> <p>3. Homework - Go through PPT</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. Classroom quiz <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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Lesson Plan No. 5.4	Course Name: Strategic Management Topic: Characteristics of an effective evaluation system	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Strategic evaluation b. select the appropriate strategic evaluation. c. illustrate the nature of strategic evaluation. d. Understand characteristics of an effective evaluation.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes) - Ask questions. What is a strategy? What is evaluation? What is the role of evaluation in your daily life? How does strategic evaluation work? What are the characteristics of an effective evaluation system?2. Development (30 minutes) Understanding of strategic evaluation. Strategic evaluation and relevance. Characteristics of an effective evaluation system.3. Exercise (5 minutes) – Asking questions on the topic
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading- Azhar Kazmi, Adela3. Homework - Go through PPT <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.



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



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



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Lesson Plan No. 5.7	Course Name: Strategic Management Topic: 21st century issues in strategic management	Course No.: BCMMI 405 A
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of Strategic evaluation b. select the appropriate strategic evaluation. c. Illustrate the issues in strategic management being faced by the 21 st century.
Teaching Aids (if any)	a. Chalk and Talk b. PPT
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask questions. What is a strategy? What is evaluation? What is the role of evaluation in your daily life? What are the issues in 21st century in strategic management? <p>2. Development (30 minutes) Understanding of strategic evaluation. Strategic evaluation and relevance. Issues in 21st century in strategic management</p> <p>3. Exercise (5 minutes) – Asking questions on the topic</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading- Azhar Kazmi, Adela</p> <p>3. Homework - Go through PPT</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>2. Classroom quiz</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>