



MEASI INSTITUTE OF MANAGEMENT CHENNAI-14

Approved by All India Council of Technical Education and
Affiliated to the University of Madras, ISO 9001:2015 Certified Institute

LESSON PLAN

Name of the Course	Strategic Management	Lecture	4
Type of the Course	Core-XII	Theory	0
Course Code	PMF3R	Practical	0
Semester	III	Seminar	1
Maximum Hours	60	Credits	4

Unit. No.	Details	Teaching type	Level	Method	Hours
Unit I	Introduction: Strategy – Strategic Management Process – Developing a Strategic	Understanding	L2	Lecture	3
	Vision –Mission- Setting Objectives– Strategies and Tactics	Understanding	L2	Lecture	3
	Importance of Corporate Strategy – the 7-S Framework	Understanding	L2	Lecture	3
	Corporate Governance – Board of Directors; Role and Functions – Board Functioning – Top Management; Role and Skills.	Understanding	L2	Lecture	3
Unit II	Corporate Policy and Planning in India: Importance – Characteristics – Objectives - Policy Formulation and Development	Understanding	L2	Lecture	3
	Types of Business Policies - Implementation of Policies.	Understanding	L2	Lecture	3
	Society and Business; Social Responsibility of Business	Understanding	L2	Lecture	3
	Corporate Governance and Ethical Responsibility	Understanding	L2	Lecture	3
Unit III	Environmental Analysis: Environmental Scanning – Industry Analysis	Understanding	L2	Lecture	3
	The Synthesis of External Factors - Internal Scanning	Understanding	L2	Lecture	3
	Value Chain Analysis- SWOT Audit	Understanding	L2	Lecture	3
	Scenario planning- Creating an Industry Matrix.	Understanding	L2	Lecture	3
Unit IV	Strategy Formulation and Analysis: Strategy Formulation – Strategic	Understanding	L2	Lecture	3



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	Factors Analysis Summary Matrix (SFAS)				
	Portfolio Analysis – Business Strategy	Understanding	L2	Lecture	3
	TOWS Matrix– Corporate Strategy	Understanding	L2	Lecture	3
	Functional Strategy – Strategic Choice – Generic, Competitive Strategies	Understanding	L2	Lecture	3
Unit V	Strategy Implementation: Strategy Implementation - Corporate Culture – Matching Organization Structure to Strategy – Mergers and Acquisitions and Diversifications	Understanding	L2	Lecture	3
	Strategic Leadership, Strategic Control; Measurement in Performance- Problems in measure of performance	Understanding	L2	Lecture	3
	Measurement of Performance: Strategy Audit-Strategic Control Process – Du Pont’s Control Model– Balanced Score Card –	Understanding	L2	Lecture	3
	Michael Porter’s Framework for Strategic Management – Future of Strategic Management – Strategic Information System.	Understanding	L2	Lecture	3
TOTAL HOURS					60

Note:

Teaching Type	Level	Method
Memory level	L1	Drill, Review and Revision and Asking the question
Understanding level	L2	Lecture method, lecture demonstration method, discussion method, inductive and deductive, exemplification and explanation methods
Reflection level	L3	Problem solving method, investigating projects, Heuristic method, Experimental method, Inquiry oriented method, analytic method