

Lesson Plan

Name of the Assistant/ Associate Professor: - Meenu Rani

Class and Section: - B. Com. - III

Subject: - Business Policy & Strategic Management

Week	Date	Topics
1	1-Jan-18	Introduction to business policy- Concept, nature, history
	2-Jan-18	Introduction to business policy-objectives, importance
	3-Jan-18	Strategic Management- concept, Levels
	4-Jan-18	Strategic decision making- Factors
	5-Jan-18	Strategic management- features, need, process
	6-Jan-18	Benefits and limitations of Strategic management, Indian secenario
	7-Jan-18	Sunday
2	8-Jan-18	Strategic intent, Vision- nature, features, importance
	9-Jan-18	Mission- nature, features, importance, difference in vision and mission
	10-Jan-18	Objectives and goals- concept, difference, need types
	11-Jan-18	Revision and problems
	12-Jan-18	Test
	13-Jan-18	Environmental Appraisal- concept, characteristics
	14-Jan-18	Sunday
3	15-Jan-18	Components of environment
	16-Jan-18	Environmental scanning- factors, approaches
	17-Jan-18	Sources and techniques of Environmental Appraisal
	18-Jan-18	Factors affecting Environmental Appraisal and difficulties
	19-Jan-18	Problems and Revision
	20-Jan-18	Test
	21-Jan-18	Sunday
4	22-Jan-18	<a href="#">Vasant Panchami</a>
	23-Jan-18	Organizational appraisal - concept, organizational resources
	24-Jan-18	<a href="#">Sir Chhotu Ram Jayanti</a>
	25-Jan-18	Organizational behavior, strengths and weaknesses
	26-Jan-18	<a href="#">Republic Day</a>
	27-Jan-18	Synergistic effects, competencies, Organizational capability, strategic advantage
	28-Jan-18	Sunday
5	29-Jan-18	Organizational capability factors
	30-Jan-18	Methods and techniques for Organizational Appraisal- Internal analysis
	31-Jan-18	Methods and techniques for Organizational Appraisal- comparative analysis



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Week	Date	Topics
1	1-Feb-18	Methods and techniques for Organizational Appraisal-comprehensive analysis
	2-Feb-18	Revision and Problems
	3-Feb-18	Test
	4-Feb-18	Sunday
2	5-Feb-18	Corporate level strategies- meaning and types
	6-Feb-18	Stability strategy- concept, types, appropriates
	7-Feb-18	Expansion strategies - reasons for adoption, categories
	8-Feb-18	Concentration strategies
	9-Feb-18	Integration strategies- appropriateness and types
	10-Feb-18	<a href="#">Maharshi Dayanand Saraswati Jayanti</a>
	11-Feb-18	Sunday
3	12-Feb-18	Diversification strategies- ways, reasons, risks
	13-Feb-18	<a href="#">Maha Shivratri</a>
	14-Feb-18	Types of diversification strategies
	15-Feb-18	International strategies- types, mode of entry, merits demerits
	16-Feb-18	Retrenchment strategies - Types
	17-Feb-18	Disinvestment strategies- appropriateness
	18-Feb-18	Sunday
4	19-Feb-18	Liquidation and combination strategies, corporate restructuring
	20-Feb-18	Revision and problems
	21-Feb-18	Test
	22-Feb-18	Assignment - 1
	23-Feb-18	Business level strategies- concept, decisions at business level strategies, purpose
	24-Feb-18	Foundation of successful Business level strategy
	25-Feb-18	Sunday
5	26-Feb-18	Pillars of the business level strategy
	27-Feb-18	Generic business strategies- features
	28-Feb-18	Types of Generic business strategies- cost leadership



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Week	Date	Topics
1	1-Mar-18	<a href="#">Guru Ravidas Birthday</a>
	2-Mar-18	<a href="#">Holi</a>
	3-Mar-18	Types of Generic business strategies- differentiation strategy
	4-Mar-18	Sunday
2	5-Mar-18	Focus strategy -Types, reasons and problems
	6-Mar-18	Hybrid strategy
	7-Mar-18	Strategic tactics for business strategies- Types
	8-Mar-18	Revision and problems
	9-Mar-18	Test
	10-Mar-18	Functional level strategies- meaning, difference between business and functional strategies, Need for functional strategies
	11-Mar-18	Sunday
3	12-Mar-18	Nature of functional strategies, Marketing strategies
	13-Mar-18	Financial strategies, Research and Development strategies
	14-Mar-18	Production strategies, Personnel strategies, information strategies.
	15-Mar-18	Problems and Revision
	16-Mar-18	Test
	17-Mar-18	Assignment - 2
	18-Mar-18	Sunday
4	19-Mar-18	Strategic analysis and choice- meaning, process of strategic choice
	20-Mar-18	Strategic Analysis- stages
	21-Mar-18	Corporate portfolio analysis
	22-Mar-18	Portfolio analysis models - BCG matrix, GE nine cell matrix
	23-Mar-18	<a href="#">Shaheedi Diwas of Bhagat Singh, Rajguru &amp; Sukhdev</a>
	24-Mar-18	Business strength- factors for measuring business strength
	25-Mar-18	Sunday/ <a href="#">Ram Navami</a>
5	26-Mar-18	Industry attractiveness
	27-Mar-18	Hofer's product-market evolution matrix
	28-Mar-18	Directional policy matrix, Space matrix
	29-Mar-18	<a href="#">Mahavir Jayanti</a>
	30-Mar-18	Revision, Test
	31-Mar-18	Strategy implementation- introduction, aspects



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Week	Date	Topics
1	1-Apr-18	Sunday
	2-Apr-18	Resource allocation- tools of resource allocation
	3-Apr-18	Structural implementation
	4-Apr-18	Types of organization structures
	5-Apr-18	Functional and operational implementation
	6-Apr-18	Revision and Problems
	7-Apr-18	Test
	8-Apr-18	Sunday
2	9-Apr-18	Strategy evaluation and control- concept and importance of strategic evaluation
	10-Apr-18	Strategic control - concept and features
	11-Apr-18	Types of Strategic control- Premise control
	12-Apr-18	Operational control- process
	13-Apr-18	Evaluation techniques for Strategic control
	14-Apr-18	<a href="#">Dr Ambedkar Jayanti / Vaisakhi</a>
	15-Apr-18	Sunday
3	16-Apr-18	Evaluation techniques for operational control
	17-Apr-18	Comprehensive analysis
	18-Apr-18	<a href="#">Parashurama Jayanti</a>
	19-Apr-18	Special purpose techniques
	20-Apr-18	Revision and problems
	21-Apr-18	Test
	22-Apr-18	Sunday
4	23-Apr-18	Discussion on short answer type questions of Chapter 1&2
	24-Apr-18	Discussion on short answer type questions of Chapter 3&4
	25-Apr-18	Discussion on short answer type questions of Chapter 5&6
	26-Apr-18	Discussion on short answer type questions of Chapter 7&8
	27-Apr-18	Discussion on short answer type questions of Chapter 9&10
	28-Apr-18	Discussion on short answer type questions of Chapter 11