JHARKHAND Rai University
UGC RECOGNISED UNIVERSITY
ACCREDITED BY NAAC

Lesson Plan & Tracking

Programme : BBA	Session : 2020-23	Year : 2022	Sem: V
Course: BUSINESS STRATEGY			
Name of the Faculty: Dr. ANUSHA PRIYA	Commencement Date: Sept. 12, 2022		Date of Closure: Dec31, 2022

Lecture No.	Week	Unit	Topics to be Covered	Blended Mode			Date	Duration	Tracking of Lectures	Related Course Outcome	Signature of Faculty	Signature of HoD	Remarks (if any)
				ICT Tool/Platform/ LMS	Resources	Activity							
1	1	1	Strategic Management: Introduction,										
2		1	Nature & Scope										
3		1	Need of Strategic Management										
4	2	1	Strategic Decision Making										
5		1	Mission & Objectives										
6		1	Need for Explicit Mission										
7	3	1	Components of mission statement, of mission & objectives and their specificity										
8		2	Social responsibility of business										
9		2	Scanning the environment: Environment Scanning										
10	4	2	Socio Economic, Technological, Political, Techniques for Environmental Analysis										
11			CONTINUED										
12		3	Industry Analysis										

13			Porter's Approach										
14	5	3	Environmental Threat & Opportunity Profile										
15		3	Internal Analysis										
16		3	Value Chain Analysis										
17	6	3	Internal factors										
18		3	Marketing & Distribution										
19		3	R&D & Engineering										
20	7	3	Production & Operations										
21		3	Finance & Accounting										
22		3	Corporate Resources										
23	8		Personal Factors										
24		3	Analyzing Strengths & Weaknesses										
25		4	Strategy Formulation & Choice										
26	9	4	Generic Strategy Alternatives										
27		4	Stability										
28		4	Expansion										
29	10	4	Retrenchment										
30		4	Combination										
31		4	Strategy Variations										
32	11	4	BCG Matrix & Control										
33		4	Behavioural Aspects										

34	12	4	Strategy Evaluation										
35		4	Control										
36			Case Study										
37	13		Case Study										
38			Revision										
39			Revision										
40			Revision										