



SWARNANDHRA

COLLEGE OF ENGINEERING & TECHNOLOGY

(AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956, Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Course Code	Course Title	Semester	Branches	Contact Periods /Week	Academic Year	Date of commencement of Semester
19MB3T01	Corporate Strategic Management	III	MBA	05	2024-25	26-08-2024
COURSE OUTCOMES: Students are able to						
1	Understand the concepts of mission ,vision ,policies and objectives of strategic management when drafting a strategy (K1)					
2	Analyze the Company's options by matching its resources with the External Environment (K4)					
3	Apply Porter's five forces model can help business understand their industry's competitive dynamics and Make Strategic Decisions (K3)					
4	Describe strategy implementation process, strategy and culture connection for better resource allocation. (K2)					
5	Asses' strategy evaluation and control process by using the qualitative and quantitative techniques of strategic management. (K5)					
UNIT	Out Comes / Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Co nta ct Ho ur	Delivery Method
I	Understand the concepts of mission ,vision ,policies and objectives of strategic managem ent when drafting a strategy (K1)	1.1	UNIT I Introduction to Strategic Management Strategic management as process	T1,R1	01	Lecture, Active Learning & Tutorial
		1.2	Mission ,vision	T1,R1	03	
		1.3	Factors that shape a company's strategy	T1	01	
		1.4	Crafting a strategy	T2,R1	02	
		1.5	Types of strategies	T2,R1	02	
		1.8	Policies and objectives	T1,R1	02	
			Class test-I		01	
Total					12	



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II	Analyze the Company's options by matching its resources with the External Environment (K4)	2.1	UNIT II – Environmental Scanning: introduction to the Environmental scanning	T1,R1	01	Lecture, Active Learning & Tutorial
		2.2	Industry and competitive analysis	T2,R1	02	
		2.3	Evaluating company's resources	T1	01	
		2.4	Competitive capabilities	T2,R1	01	
		2.5	SWOT Analysis	T2,R1	02	
		2.6	Strategies and competitive advantages in diversified companies and evaluation	T1	02	
		2.7	Porter's five forces model	T1,R1	02	
		2.8	BCG matrix	T1,R1	01	
			Class test 2		01	
Total					12	
III	Apply Porter's five forces model can help business understand their industry's competitive dynamics and Make Strategic Decisions (K3)	3.1	UNIT III Strategy Formulation Introduction	T2,R1	01	Lecture, Active learning & Tutorial
		3.2	Strategy Framework for analyzing competition	T1,R1	01	
		3.3	Porter's value chain Analysis	T1	02	
		3.4	'Competitive Advantage of a firm	T2,R1	01	
		3.5	Exit and entry barriers	T1	01	
		3.6	Formulation of strategy at corporate	T1,R1	01	
		3.7	Business and functional level strategies	T1,R1	02	
		3.8	Vision for the Universal Human Order	T2,R1	01	
		3.9	Types of strategies	T1	01	
	Class test-III		01			
Total					12	
IV	Describe strategy implementation process, strategy and culture connection for better resource allocation. (K2)	4.2	'Strategy and structure	T1,R1	01	Lecture, Active learning & Tutorial
		4.3	Strategy and Leadership	T2,R1	02	
		4.4	Strategy and culture connection	T2,R1	02	
		4.5	Operationalising and institutionalizing strategy	T1	02	
		4.6	Organizational values and impact on strategy resource allocation	T2,R1	02	
		4.7	Planning systems for implementation	T1,R1	02	
		4.8	Class test 4	T1	01	



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					Total	12
V	Asses' strategy evaluation and control process by using the qualitative and quantitative techniques of strategic management. (K5)	5.1	UNIT V- Strategy evaluation and control Introduction	T1,R1	01	Lecture, Active learning & Tutorial
		5.2	Establishing strategic controls	T1,R1	01	
		5.3	Measuring performance	T1	02	
		5.4	Appropriate measures	T1,R1	01	
		5.5	Role of strategist	T2,R1	01	
		5.6	Qualitative and quantitative benchmarking to evaluate performance	T2,R1	02	
		5.7	Strategic information systems	T1	01	
		5.8	Problems in measuring performance strategic surveillance	T1,R1	01	
		5.9	Strategic audit	T1,R1	01	
			Class test-V		01	
Total					12	12
CUMULATIVE PROPOSED PERIODS					60	60
Text Books:						
S.No	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION					
1	P Subbarao ,Himalaya publishing house					
2	Rsrinivasan , PHI learning new delhi					
Reference Books:						
S.No	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION					
1	Kazmi strategic and business strategy Tata Mcgraw hill					
2	Adrian Haberberg and Allison strategic management Oxford university					
Web Details						
1	https://www.coursera.org/articles/strategic-management					
2	https://en.wikipedia.org/wiki/Strategic_management					

		Name	Signature with Date
i.	Faculty	Dr NGS Prasad	<i>Prasad</i>
ii.	Course Coordinator	<i>Dr. NGS. Prasad</i>	<i>Prasad</i>
iii.	Module Coordinator	<i>D. HALEENA</i>	<i>D. Haleena</i>
iv.	Program Coordinator	<i>Dr. G. Grace</i>	<i>G. Grace</i>

Principal

