



Lesson Plan

Program: BBA **Semester:** IV **Course Code:** BBA-601 **Course Name:** Strategic Management & Business Policy

Course Objective: The objective of this course is to develop effective marketing skills among the students.

Session Duration: 60 minutes

Participants: BBA 3rd Year Students

Entry level knowledge and skills of students

- i. Fundamentals Of Management

Equipment required in Classroom/ Laboratory/ Workshop

- i. Not required any equipment

Assessment Schemes

S. No.	Criteria	Marks (100)
1	CCSU End Term Examination	75
2	Internal Evaluation Scheme	25
2(a)	Teacher Assessment (Continuous Evaluation)	20
2(a)(i)	Assignment I	10
2(a)(ii)	Assignment II	10
2(a)(iii)	Attendance (compulsory)	5

Course Outcomes (starting with action-oriented observable and measurable verb)

(CO1): Gaining Knowledge of basic concept of marketing management

(CO2): Understand & apply the knowledge of segmentation concept & strategies

(CO3): Developing effective marketing- mix strategies for organization

(CO4): Understand & analyse about market research and its importance

L. No.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
Unit - 1							
1.	Business Policy	Definition, nature,		Lecture	1		



2.	Business Policy	scope & importance		Lecture	1		
3.	Business Policy	Development		Lecture	1		
4.	Business Policy	Classification		Lecture	1		
5.	Business Policy	Mechanism		Lecture	1		
6.	Unit 1	Revision		Lecture	1		
7.	Unit 1	Class Test		Test	1		
Unit - 2							
8.	Top Management	Responsibilities		Lecture	2		
9.	Top Management	tasks		Lecture	2		
10.	Top Management	Business Characteristics,		Lecture	2		
11.	Top Management	Classification		Lecture	2		
12.	Types of objectives and their overall Hierarchy,	Concept		Lecture	2		
13.	Setting of objectives			Lecture	2		
14.	Key areas involved	Concept		Lecture	2		
15.	Revision	Revision		Lecture	2		
Unit - 3							
16.	Corporate Planning	Concept		Lecture	2		
17.	Corporate Planning	long term planning		Lecture	2		
18.	Corporate Planning	Strategic Planning		Lecture	2		
19.	Corporate Planning	Nature		Lecture	2		
20.	Corporate Planning	Process		Lecture	3		
21.	Corporate Planning	Importance		Lecture	3		
22.	Unit 3	Revision		Lecture	3		
23.	Unit 3	Class Test		Lecture	3		



Unit - 4							
24.	Corporate Strategy	Concept,		Lecture	3		
25.	Corporate Strategy	Component		Lecture	3		
26.	Corporate Strategy	Importance		Lecture	3		
27.	Strategy Formulation	Concept & Process		Lecture	3		
28.	Strategy Formulation	Factor Affecting		Lecture	3		
29.	Strategy Evaluation	Concept & Process, Criteria		Lecture	3		
30.	Strategy Evaluation	Environmental Analysis		Lecture	3		
31.	Strategy Evaluation	Resource Analysis		Lecture	3		
Unit -5							
32.	Porter's Five Forces Model	Concept & Importance,		Lecture	4		
33.	Synergy	Concept & Type		Lecture	4		
34.	Synergy	Evaluation		Lecture	4		
35.	Capability Profiles	Concept		Lecture	4		
36.	Synergy as a Component of Strategy	Concept		Lecture	4		
37.	Synergy	Relevance		Lecture	4		
Revision							
38.	Unit 1	Question Paper		Discussion	1		
39.	Unit 2	Question Paper		Discussion	2		
40.	Unit 2	Question Paper		Discussion	2		
41.	Unit 3	Question Paper		Discussion	3		
42.	Unit 3	Question Paper		Discussion	3		
43.	Unit 4	Question Paper		Discussion	4		
44.	Unit 5	Question		Discussion	4		



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45.	Unit 5	Question Paper		Discussion	4		

Text Books: AzharKazmi Business Policy&Hatton& Hatton Strategic Management

Reference Books: 1.IgorAnsoff Corporate Strategy Christian, Anderson, Bower

2. Business Policy Marketing Management; Ramaswamy V.S. &NamaKumar . S

Journals:Business Review

Electronic Database:E-Books