

Lesson Plan for the semester w.e.f 2018-2019

Name of Institute: Shah Satnam Ji Institute of Tech & Mgt. Sirsa
 Name of teacher with designation: Ms. Megha Madan (Asst. Professor)
 Department: Management
 Subject: Business Policy And Strategic Management(MBA-231)

Month	Class	Topic/chapter covered	Academic Activity	Test/Assignment
July 2018	MBA 3 rd Sem	Overview of business policy and strategic management, introduction to the concept of business, mission vision and objective of the business.	Presentation on Indian good business leaders.	Assignment: Difference between policies and strategies.
August 2018	MBA 3 rd Sem	Introduction to business policy, objective, importance, strategic management process, Strategic Intent and strategic Business unit.	Presentations on Mission and vision of various MNC and companies.	Assignment: Implementation of strategic Business unit. Test: Strategic Intent : Vision , Mission.
September 2018	MBA 3 rd sem	Formulation of strategies, Environmental appraisal, organizational appraisal, Corporate and business level Strategies.	Case Study on environment and organizational Appraisal.	Assignment: business level strategies
October 2018	MBA 3 rd Sem	Strategic Analysis and choice: Tools and techniques. BCG Matrix, SWOT analysis, Porter Model, GE matrix.	Presentation on BCG matrix and explanation of SWOT analysis with real world examples.	Test: BCG Matrix Assignment: Process tools and techniques for strategic Analysis.
November 2018	MBA 3 rd Sem	Implementation of strategies: Structural,	Presentation on various implementation	Test: Evaluation and control

Lesson Plan for the semester w.e.f 2018-2019

Name of Institute: Shah Satnam Ji Institute of Tech & Mgt. Sirsa
Name of teacher with designation: Ms. Megha Madan (Asst. Professor)
Department: Management
Subject: Business Policy And Strategic Management(MBA-231)

		behavioural, Functional. Strategic evaluation and control.	strategies.	
--	--	--	-------------	--

Signature:

Date: 16 june 2018