

SATYUG DARSHAN INSTITUTE OF ENGINEERING & TECHNOLOGY, FARIDABAD					
DEPARTMENT OF MANAGEMENT STUDIES					
Lesson Plan / Teaching Plan / Lecture Plan with Progress : BBA -GEN 2nd Semester : 2026-27					
Course Name (Code):	Strategic Management (BBG-104-V)			Faculty :	Ms Sanchita Khantwal
Topics /lectures are arranged in sequence - same - as to be taught in the class. Maintain data related to "Date" in its hard copy.					
S. No.	Lecture No	Topic Description	Teaching Pedagogy	Reference Material	Remarks, if any
1	1	Meaning of Strategic Management and its importance	Projector	Web Source/Text Book	
2	2	Levels of Strategy	Projector	Web Source/Text Book	
3	3	Process of strategic management	Projector	Web Source/Text Book	
4	4	Charateristics of Startegy	Projector	Web Source/Text Book	
5	5	Evolution of SM Part 1	Projector	Web Source/Text Book	
6	6	Evolution of SM Part 2	Projector	Web Source/Text Book	
7	7	Revision	Projector	Web Source/Text Book	
8	8	Mission, Purpose and Objectives	Projector	Web Source/Text Book	
9	9	Objective and Corporate Strategy	Projector	Web Source/Text Book	
10	10	Objectives and Corporate Strategy	Projector	Web Source/Text Book	
11	11	Corporate startegy focus,objectives and importance	Projector	Web Source/Text Book	
12	12	Grand Strategy/Corpoarte Strategy Part 1	Projector	Web Source/Text Book	
13	13	Grand Strategy/Corpoarte Strategy Part 2	Projector	Web Source/Text Book	
14	14	Types and features of environment	Projector	Web Source/Text Book	
15	15	Environmental and organisational appraisal Part 1	Projector	Web Source/Text Book	
16	16	Environmental and organisational appraisal Part 2	Projector	Web Source/Text Book	
17	17	Environmental and organisational appraisal Part 3	Projector	Web Source/Text Book	
18	18	Revision	Projector	Web Source/Text Book	
19	19	Business Ethics and Corporate Strategy	Projector	Web Source/Text Book	
20	20	Business Ethics and Corporate Strategy	Projector	Web Source/Text Book	
21	21	Concept of Value Chain	Projector	Web Source/Text Book	
22	22	Concept of Strategic Intent	Projector	Web Source/Text Book	
23	23	Concept of competitive advantage	Projector	Web Source/Text Book	
24	24	Strategy implementation	Projector	Web Source/Text Book	
25	25	Designing organisational structure	Projector	Web Source/Text Book	
26	26	Designing organisational structure Part 2	Projector	Web Source/Text Book	
27	27	Activating Strategies	Projector	Web Source/Text Book	
28	28	Activating Strategies Part 2	Projector	Web Source/Text Book	
29	29	Revision	Projector	Web Source/Text Book	
30	30	Strategic Evaluation and Control Part 1	Projector	Web Source/Text Book	
31	31	Strategic Evaluation and Control Part 2	Projector	Web Source/Text Book	
32	32	Strategic and Operational Control Part 1	Projector	Web Source/Text Book	
33	33	Strategic and Operational Control Part 2	Projector	Web Source/Text Book	
34	34	techniques of evaluation and control Part 1	Projector	Web Source/Text Book	
35	35	techniques of evaluation and control Part 2	Projector	Web Source/Text Book	
36	36	Role of IT in strategic Management Part 1	Projector	Web Source/Text Book	
37	37	Role of IT in strategic Management Part 2	Projector	Web Source/Text Book	
38	38	Role of IT in strategic Management Part 3	Projector	Web Source/Text Book	
39	39	Revision	Projector	Web Source/Text Book	
40	40	Revision	Projector	Web Source/Text Book	
41	41	Revision	Projector	Web Source/Text Book	
42	42	Revision	Projector	Web Source/Text Book	
43	43	Revision	Projector	Web Source/Text Book	
44	44	Revision	Projector	Web Source/Text Book	
45	45	Revision	Projector	Web Source/Text Book	
46	46	Revision	Projector	Web Source/Text Bnkn	

Study Material / Books / Web-resources / Online Courses Links etc.

S. No.	
1	Thompson L.A. and Stickl and A.J.: Strategic Management - Concept and cases.
2	Michael Potter: Competitive Advantage of Nations.
3	Kennth, A. Andrews : Concepts of corporate Strategy.