

**CMR INSTITUTE
OF TECHNOLOGY**



Session wise – Course Plan

Department of MBA

SEMESTER : II
BRANCH : MBA
SUBJECT : RM
SUBJECT CODE : 14MBA23
NO OF HRS/WK : 5

NAME OF THE FACULTY : Dr.Girish C
DATE OF COMMENCEMENT : 01.02.2016
DATE OF CLOSING : 21.05.2016
CLASS STRENGTH : 88
TOTAL HRS : 56

Session No	Chapter no (No of hrs planned for the chapter)	DATE	Topics planned for the session	Teaching Aids	Assignments/ Tests planned for the chapter	Topics covered As per plan
1.	1/1	01.02.2016	Module 1:Business Research :Meaning, types, process of research- management problem,	Board Teaching		
2.	1/2	02.02.2016	defining the research problem, formulating the research Hypothesis,	„		
3.	1/3	03.02.2016	Developing the research proposals.	ppt,		
4.	1/4	04.02.2016	research design formulation, sampling design,	Ppt/ Board Teaching		
5.	1/5	05.02.2016	Planning and collection data for research, data analysis and interpretation			
6.	1/6	08.02.2016	Research Application in business decisions, Features of good research study.	ppt		
7.	1/7	09.02.2016	Module 2:Types of Business Research Design:	Board, chalk, duster		
8.	1/8	10.02.2016	Exploratory Research: Meaning, purpose, methods– secondary resource analysis,	Group Discussion		
9.	2/1	11.02.2016	Comprehensive case methods, expert opinion survey, focus group discussions.	„		
10	2/2	12.02.2016	Conclusive research Design - Descriptive Research - Meaning, Types – cross sectional studies and longitudinal studies. –	„		

11	2/3	15.02.2016	Experimental research design – Meaning and classification of experimental designs- Pre experimental design,	PPT		
12	2/4	16.02.2016	Quasi-experimental design, True experimental design, statistical experimental design.	„		
13	2/5	17.02.2016	Observation Research – Meaning – Uses – Participation and Non-participation –	„	Assignment -I	
14	2/6	18.02.2016	Evaluation –Conducting an Observation study – Data collection.	„		
15	2/7	22.02.2016	Module 3:Sampling: Concepts-	Quiz		
16	2/8	23.02.2016	Types of Sampling – Probability Sampling – simple random sampling, systematic sampling,	Discussion		
17	3/1	24.02.2016	stratified random sampling, cluster sampling -			
18	3/2	25.02.2016	Non Probability Sampling – convenience sampling-judgemental sampling.	PPT		
19	3/3	26.02.2016	Snowball sampling- quota sampling -	„		
20	3/4	29.02.2016	Errors in sampling.	„		
21	3/5	01.03.2016	Module 4: Data Collection: Primary and Secondary data Primary data collection methods - Observations, survey, Interview and Questionnaire,	Board, chalk, duster,,		
22	3/6	02.03.2016	Qualitative Techniques of data collection Questionnaire design – Meaning - process of designing questionnaire.	„		
23	3/7	03.03.2016	Secondary data -Sources – advantages and disadvantages			
24	3/8	04.03.2016	Measurement and Scaling Techniques: Basic measurement scales-Nominal scale, Ordinal scale, Interval scale, Ratio scale.	Board, chalk, duster	Assignment –II	
25	4/1	08.03.2016	Attitude measurement scale - Likert's Scale, Semantic Differential Scale.	„		

26	4/2	09.03.2016	Thurstone scale, Multi-Dimensional Scaling	„		
27	4/3	10.03.2016	Module 5: Preparing the Data for Analysis:	„		
28	4/4	11.03.2016	Editing,	„		
29	4/5	17.03.2016	Coding,	„		
30	4/6	18.03.2016	Classification,	„		
31	4/7	19.03.2016	Tabulation,	„		
32	5/1	21.03.2016	Validation Analysis and	„		
33	5/2	22.03.2016	Validation Analysis	Board, chalk, duster		
34	5/3	23.03.2016	Interpretation	„		
35	5/4	24.03.2016	Module 6:Hypothesis: Meaning, Types,	„		
36	5/5	28.03.2016	characteristics, source,	„		
37	5/6	29.03.2016	Formulation of Hypothesis,	„		
38	5/7	30.03.2016	Errors in Hypothesis	„	Assignm nt –III	
39	5/8	31.03.2016	Parametric Test:	„		
40	6/1	05.04.2016	Non Parametric Test:	„		
41	6/2	01.04.2016	T-Test,	„		
42	6/3	02.04.2016	Z-Test,	„		
43	6/4	04.04.2016	F-Test,			
44	6/5	05.04.2016	U-Test,	Mind Mapping,,		

45	6/6	06.04.2016	K-W Test (Theory Only)	„		
46	6/7	07.04.2016	Statistical Analysis:	„		
47	6/8	10.04.2016	Bivariate Analysis (Chi-Square only),	„		
48	7/1	11.04.2016	Multivariate Analysis (Theory Only)	„		
49	7/2	12.04.2016	ANOVA: One- Way Classification. (Theory Only)	„	Assignment -IV	
50	7/3	13.04.2016	Two Way Classifications. (Theory Only)	Board, chalk, duster		
51	7/4	15.04.2016	Module 7: Report writing and presentation of results:	„		
52	7/5	16.04.2016	Importance of report writing,	„		
53	7/6	18.04.2016	types of research report,	„PPT		
54	7/7	19.04.2016	types of research report,	„		
55	7/8	20.04.2016	report structure, guidelines for effective documentation	Quiz,,		
56		21.04.2016	Revision of modules	„		
57		22.04.2016	VTU QP Discussion	„		

Literature:

Book Type	Code	Author & Title	<i>Publication info</i>	
			Edition & Publisher	ISBN #
Text Book	TB1	Research Methodology- C R Kothari,	Vishwa Prakashan,2002	
Text Book	TB2	Business Research Methods R. Cooper & Pamela s Schindler	, 9/e, TMH /2007	

Text Book	TB3	Marketing Research- Naresh K Malhotrs-	5th Edition, Pearson Education /PHI 2007	
References	RB1	Methodology of Research in social Sciences- O R Krishnaswami, M Ranganatham,	HPH,2007	
References	RB2	Research Methodology –C Murthy-	Vrinda Publication - 2011	

Signature of faculty

Signature of HOD

Signature of Principal

**CMR INSTITUTE
OF TECHNOLOGY**



Session wise – Course Plan

Department of MBA

SEMESTER : II
BRANCH : MBA
SUBJECT : HRM
SUBJECT CODE : 14MBA21
NO OF HRS/WK : 5

NAME OF THE FACULTY : Dr.Priyameet Kaur Keer Anand
DATE OF COMMENCEMENT : 01.02.2016
DATE OF CLOSING : 21.05.2016
CLASS STRENGTH : 88
TOTAL HRS : 56

Sessi on No	Chapter no (No of hrs planed for the chapter)	DATE	Topics planned for the session	Teaching Aids	Assignm ents/ Tests planned for the chapter	Topics covere d As per plan
1.	1/1	01.02.2016	Module1: Human Resource Management Introduction, meaning and significance of HRM.	Board Teaching		
2.	1/2	02.02.2016	Historical evolution of HRM.	„		
3.	1/3	03.02.2016	Major functions of HRM.	ppt,		
4.	1/4	04.02.2016	Principles of HRM.	Ppt/ Board Teaching		
5.	1/5	05.02.2016	Organization of Personnel department			
6.	1/6	08.02.2016	Role of HR Manager,	ppt		
7.	1/7	09.02.2016	HRM's evolving role in the 21 st century, HRM trends	Board, chalk, duster		
8.	1/8	10.02.2016	Case on Cadbury & Practical Component (Comparison of both public & private organization)	Group Discussion		
9.	2/1	11.02.2016	Module 2: Job analysis Meaning, process of Job Analysis	„		
10	2/2	12.02.2016	Methods of collecting job analysis data	„		
11	2/3	15.02.2016	Job Description & Job Specification, Role Analysis	PPT		
12	2/4	16.02.2016	Human Resource Planning: Objectives, Importance of HRP	„		

13	2/5	17.02.2016	Process of Human Resource Planning.	„	Assignm ent -I	
14	2/6	18.02.2016	Effective HRP	„		
15	2/7	22.02.2016	Practical Component: Job Analysis & Job Description	Quiz		
16	2/8	23.02.2016	Case study: Watson public Ltd Company.	Discussion		
17	3/1	24.02.2016	Module 3 – Recruitment Meaning and significance of recruitment, process of recruitment			
18	3/2	25.02.2016	sources & Methods of recruitment, New Approaches of Recruitment.	PPT		
19	3/3	26.02.2016	Selection: Meaning and significance of selection	„		
20	3/4	29.02.2016	Objectives & process of selection	„		
21	3/5	01.03.2016	Placement: Meaning, Induction	Board, chalk, duster,,		
22	3/6	02.03.2016	orientation,InternalMobility,Trans fer,	„		
23	3/7	03.03.2016	Promotion,EmployeeSeparation ,Demotion of employees			
24	3/8	04.03.2016	Case Study: 1)Selection Process 2) Unwanted promotion	Board, chalk, duster	Assignm ent –II	
25	4/1	08.03.2016	Module 4 – Meaning and significance of training and development	„		
26	4/2	09.03.2016	Process of training development	„		
27	4/3	10.03.2016	Training needs analysis	„		
28	4/4	11.03.2016	training design	„		
29	4/5	17.03.2016	Training implementation, Training evaluation	„		
30	4/6	18.03.2016	Methods of training - on the job	„		

			methods& off the job			
31	4/7	19.03.2016	Executive Development , Career and Succession Planning	„		
32	5/1	21.03.2016	Module 5 – Performance Appraisal: Concept of Performance Appraisal,	„		
33	5/2	22.03.2016	Process of Performance Appraisal & Method of performance appraisal	Board, chalk, duster		
34	5/3	23.03.2016	Essential Characteristics of an effective appraisal system	„		
35	5/4	24.03.2016	Compensation: Objectives of Compensation planning	„		
36	5/5	28.03.2016	Job evaluation ,Compensation Pay	„		
37	5/6	29.03.2016	Compensation levels , Structure in India	„		
38	5/7	30.03.2016	Wage and Salary Administration, Factors Influencing Compensation Levels,	„	Assignm nt –III	
39	5/8	31.03.2016	Executive Compensation, Types of executive compensation.	„		
40	6/1	05.04.2016	Module 6 – Employee Welfare Introduction, Introduction	„		
41	6/2	01.04.2016	Types of Welfare Facilities & Statutory Provisions	„		
42	6/3	02.04.2016	Employee Grievances: Employee Grievance Procedure	„		
43	6/4	04.04.2016	Managing Grievance & Causes of Grievance.			
44	6/5	05.04.2016	Grievances Management in Indian Industry.	Mind Mapping,,		
45	6/6	06.04.2016	Discipline: Meaning , approaches to discipline ,	„		
46	6/7	07.04.2016	essential of a good disciplinary system	„		
47	6/8	10.04.2016	Managing difficult employees	„		
48	7/1	11.04.2016	Module 7: Industrial Relations: Overview of Industrial relations	„		

49	7/2	12.04.2016	Industrial conflict	„	Assignm ent -IV	
50	7/3	13.04.2016	Industrial Disputes:	Board, chalk, duster		
51	7/4	15.04.2016	preventive machinery	„		
52	7/5	16.04.2016	Settlement machinery	„		
53	7/6	18.04.2016	collective Bargaining,	„PPT		
54	7/7	19.04.2016	industrial relations scenario	„		
55	7/8	20.04.2016	Current issues & future Challenges	Quiz,,		
56		21.04.2016	Case Study: Industrial Catastrophe	„		
57		22.04.2016	Revision & VTU QP Discussion	„		

Literature:

Book Type	Code	Author & Title	<i>Publication info</i>	
			Edition & Publisher	ISBN #
Text Book	TB1	Seema Sanghi, Human Resource Management -.	1 st edition, Macmillan India Limited 2011	9780230332591
Text Book	TB2	Dwivedi R. S, A Text Book of Human Resource Management	Vikas Publishing House.	
References	R1	K Aswathappa, Human Resource Management	6 th edition, Tata Mc Graw Hill	978-0-07-068213-9

Signature of faculty

Signature of HOD

Signature of Principal

**CMR INSTITUTE
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Session wise – Course Plan

Department of MBA

SEMESTER : II
BRANCH : MBA
SUBJECT : RM
SUBJECT CODE : 14MBA23
NO OF HRS/WK : 5

NAME OF THE FACULTY : Dr.Gitanjali Sharma
DATE OF COMMENCEMENT : 01.02.2016
DATE OF CLOSING : 21.05.2016
CLASS STRENGTH : 88
TOTAL HRS : 56

Sessi on No	Chapter no (No of hrs planed for the chapter)	DATE	Topics planned for the session	Teaching Aids	Assignm ents/ Tests planned for the chapter	Topics cover ed As per plan
1.	1/1	01.02.2016	Mod-1 Introduction to BGS	Board Teaching		
2.	1/2	02.02.2016	Importance of BGS to Managers	„		
3.	1/3	03.02.2016	Stakeholder Model	ppt,		
4.	1/4	04.02.2016	Models of BGS relationships – Market Capitalism Model	Ppt/ Board Teaching		
5.	1/5	05.02.2016	Dominance Model			
6.	1/6	08.02.2016	Countervailing Forces Model	ppt		
7.	1/7	09.02.2016	Global perspective	Board, chalk, duster		
8.	1/8	10.02.2016	Historical Perspective	Group Discussion		
9.	2/1	11.02.2016	Mod-2:Introduction, Definition,	„		
10	2/2	12.02.2016	Market model	„		
11	2/3	15.02.2016	control model	PPT		
12	2/4	16.02.2016	OECD on corporate governance, A historical perspective of corporate governance	„		
13	2/5	17.02.2016	Issues in corporate governance	„	Assignm ent -I	

14	2/6	18.02.2016	relevance of corporate governance	„		
15	2/7	22.02.2016	need of corporate governance	Quiz		
16	2/8	23.02.2016	importance of corporate governance	Discussion		
17	3/1	24.02.2016	Mod-3 :The role of public policies in governing business			
18	3/2	25.02.2016	Government and public policy, classification of public policy	PPT		
19	3/3	26.02.2016	areas of public policy, need for public policy in business	„		
20	3/4	29.02.2016	levels of public policy	„		
21	4/1	01.03.2016	Mod-4 :Environmental concerns and corporations: history of environmentalism	Board, chalk, duster,,		
22	4/2	02.03.2016	environmental preservation-role of stakeholders, international issues	„		
23	4/3	03.03.2016	sustainable development			
24	4/5	04.03.2016	costs and benefits of environmental regulation, industrial pollution	Board, chalk, duster	Assignment –II	
25	4/6	08.03.2016	role of corporate in environmental management	„		
26	4/7	09.03.2016	waste management and pollution control	„		
27	4/8	10.03.2016	key strategies for prevention of pollution, environmental audit	„		
28	4/9	11.03.2016	Laws governing environment	„		
29	5/1	17.03.2016	Mod-5 Business ethics: meaning of ethics, business ethics, relation between ethics and business ethics	„		
30	5/2	18.03.2016	evolution of business ethics, nature of business ethics	„		
31	5/3	19.03.2016	scope, need and purpose of business ethics	„		

32	5/4	21.03.2016	Importance and approaches to business ethics	„		
33	5/5	22.03.2016	sources of ethical knowledge for business roots of unethical behavior	Board, chalk, duster		
34	5/6	23.03.2016	ethical decision making and	„		
35	5/7	24.03.2016	benefits from managing ethics at workplace,	„		
36	5/8	28.03.2016	unethical issues in organization	„		
37	5/9	29.03.2016	ethical organizations	„		
38	5/10	30.03.2016	Role play on ethical issues in business in Indian context	„	Assignm nt –III	
39	5/11	31.03.2016	Case study/	„		
40	6/1	05.04.2016	Mod-6Introduction to Corporate Social responsibility	„		
41	6/2	01.04.2016	types and nature of social responsibilities	„		
42	6/3	02.04.2016	CSR principles and strategies	„		
43	6/4	04.04.2016	models of CSR and Best practices of CSR			
44	6/5	05.04.2016	Need of CSR and Arguments for and against CSR	Mind Mapping,,		
45	6/6	06.04.2016	CSR Indian perspective, Indian examples	„		
46	7/1	07.04.2016	Business law: Law of contract, meaning of contract, agreement	„		
47	7/2	10.04.2016	Essential elements of a valid contract	„		
48	7/3	11.04.2016	Essential elements of a valid contract contd...	„		
49	7/4	12.04.2016	Law of agency	„	Assignm ent -IV	

50	7/5	13.04.2016	Bailment – rights and duties of Bailor and Bailee	Board, chalk, duster		
51	7/6	15.04.2016	Pledge - rights and duties	„		
52	7/7	16.04.2016	Sale of goods act 1930: Definition of Sale, Sale v/s Agreement to Sell	„		
53	7/8	18.04.2016	Goods, Condition and Warranties	„PPT		
54	7/9	19.04.2016	Express and Implied Condition, “Doctrine of Caveat Emptor”	„		
55	7/10	20.04.2016	Rights and duties of Unpaid Seller	Quiz,,		
56	7/11	21.04.2016	Meaning, Scope and Objectives of - Intellectual property law	„		
57	7/12	22.04.2016	Meaning, Scope and Objectives of law relating to copyrights Meaning, Scope and Objectives of law relating to trade mark	„		

Literature:

Book Type	Code	Author & Title	<i>Publication info</i>	
			Edition & Publisher	ISBN #
Text Book	TB1	Business, Government, and Society: A Managerial Perspective, Text and Cases – John F. Steiner	12/e, McGraw-Hill, 2011.	0073405051
	TB2	Corporate Governance: principles, policies and practices – Fernando A. C	2/e, Pearson, 2011.	9788131758458
	TB3	Business Ethics and Corporate Governance - Ghosh B. N	Tata McGraw-Hill, 2012	9780071333320
	TB4	Business Law for Managers, Goel P. K	Biztantra, 2012	9788177225358

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Session wise – Course Plan

Department of MBA

SEMESTER : II	NAME OF THE FACULTY : Saravanakrishnan V
BRANCH : MBA	DATE OF COMMENCEMENT : 1 Feb 2016
SUBJECT : Entrepreneurial Development	DATE OF CLOSING : 3 May 2016
SUBJECT CODE : 14MBA16	CLASS STRENGTH : 87
NO OF HRS/WK : 5	TOTAL HRS : 52 Hours

Session No	Chapter no (No of hrs planned for the chapter)	DATE	Topics planned for the session	Teaching Aids	Assign ments/ Tests planned for the chapter	Topics cover ed As per plan
1.	1/1	1/2/16	Entrepreneur: Meaning of entrepreneur:	LCD & Black Board		
2.	1/2	2/2/16	Evolution of the concept:	„		
3.	1/3	3/2/16	Functions of an Entrepreneur, Types of Entrepreneur	„		
4.	1/4	11/2/16	Intrapreneur- an emerging class, Concept of Entrepreneurship-	„		
5.	1/5	12/2/16	Evolution of Entrepreneurship:	„		
6.	1/6	13/2/16	Development of Entrepreneurship;	„		
7.	1/7	15/2/16	The Entrepreneurial Culture;	„		
8.	1/8	16/2/16	Stages in entrepreneurial process.	„		
9.	2/1	17/2/16	Creativity and Innovation: Creativity, Exercises on Creativity,	„		
10	2/2	18/2/16	Source of New Idea, Ideas into	„		

			Opportunities.			
11	2/3	22/2/16	Creative Problem Solving: Heuristics, Brainstorming, Synectics, Value Analysis	„		
12	2/4	23/2/16	Innovation and Entrepreneurship:	„		
13	2/5	24/2/16	Profits and Innovation, Concept and Models of Innovation.	„		
14	2/6	25/2/16	Globalization, Significance of Intellectual Property Rights.	„		
15	3/1	26/2/16	Business Planning Process: Meaning of business plan,	„		
16	3/2	29/2/16	Business plan process,	„		
17	3/3	1/3/16	Advantages of business planning,	„		
18	3/4	2/3/16	Marketing plan, Production/operations plan,	„	Assignment - 1	
19	3/5	3/3/16	Organization plan,	„		
20	3/6	4/3/16	financial plan,	„		
21	3/7	5/3/16	final project report with feasibility study,	„		
22	3/8	8/3/16	Preparing a model project report for starting a new venture.	„		
23	4/1	9/3/16	Institutions Supporting entrepreneurs: Small industry financing developing countries,	„		
24	4/2	10/3/16	A brief overview of financial institutions in India,	„		
25	4/3	11/3/16	Central level and state level institutions,	„		
26	4/4	17/3/16	SIDBI, NABARD, IDBI, SIDCO,	„		
27	4/5	18/3/16	Indian Institute of Entrepreneurship, DIC, Single Window,	„		
28	4/6	19/3/16	Latest Industrial Policy of Government of India	„		

29	5/1	21/3/16	Family Business: Importance of family business, Types, History,	„		
30	5/2	22/3/16	Responsibilities and rights of shareholders of a family business,	„		
31	5/3	23/3/16	Succession in family business,	„		
32	5/4	24/3/16	Pitfalls of the family business,	„		
33	5/5	28/3/16	Strategies for improving the capability of family business,	„		
34	5/6	29/3/16	Improving family business performance.	„		
35	6/1	30/3/16	International Entrepreneurship Opportunities: The nature of international entrepreneurship,	„		
36	6/2	31/3/16	Importance of international business to the firm,	„		
37	6/3	1/4/16	International versus domestic entrepreneurship,	„		
38	6/4	4/4/16	Stages of economic development,	„		
39	6/5	5/4/16	Entrepreneurship entry into international business,	„		
40	6/6	6/4/16	exporting,	„		
41	6/7	7/4/16	Direct foreign investment,	„		
42	6/8	11/4/16	barriers to international trade.	„	Assignment - 2	
43	7/1	12/4/16	Informal risk capital and venture capital: Informal risk capital market, venture capital,	„		
44	7/2	13/4/16	Nature and overview, venture capital process,	„		
45	7/3	15/4/16	locating venture capitalists,	„		
46	7/4	16/4/16	approaching venture	„		

			capitalists.			
47	7/5	18/4/16	Social Entrepreneurship: Social enterprise-need,	„		
48	7/6	20/4/16	types, characteristics and	„		
49	7/7	21/4/16	benefits of social enterprises	„		
50	7/8	22/4/16	Social entrepreneurship,	„		
51	7/9	23/4/16	Rural entrepreneurship-need and problems of rural entrepreneurship,	„		
52	7/10	28/4/16	Challenges and opportunities-Role of government.	„		
53		29/4/16	All chapter review	„		
54		30/4/16	VTU Question Paper discussion	„	Assign ment - 3	
55		2/5/16	Learning through activity	„		
56		3/5/16	Revision	„		

Literature:

Book Type	Code	Author & Title	Publication info	
			Edition & Publisher	ISBN #
Text Book	TB1	Entrepreneurship Development-Small Business Enterprise- Poornima Charantimath	Pearson Education, 2007	
Text Book	TB2	Entrepreneurship- Rober D Hisrich, ,	McGraw-Hill companiesMichael P Peters, Dean A Shepherd, 6/e, 2007	
References	RB1	Entrepreneurship Development , Khanka,	Chand Publications	
References	RB2	Entrepreneurship-Theory and Practice - Raj Shankar Vijay Nicole	Imprints Pvt. Ltd, 2006	

Signature of faculty

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**CMR INSTITUTE
OF TECHNOLOGY**



Session Wise – Course Plan

Department of MBA

SEMESTER : III
Miriam George
BRANCH : Marketing
DATE OF COMMENCEMENT : 01.02.2016
SUBJECT : Strategic Management
CLASS STRENGTH : 88
NO OF HRS/WK : 5

NAME OF THE FACULTY : Mrs.
DATE OF CLOSING : 21.05.2016
SUBJECT CODE : 14MBA25
TOTAL HRS : 56

Sessi on No	Chapter no (No of hrs planed for the chapter)	DATE	Topics planned for the session	Teaching Aids	Assignm ents/ Tests planned for the chapter	Topics covere d As per plan
1	1/1	02/02/16	Module 1: What is strategy and why it is important?	Power Point/Chalk & Board		
2	1/2	03/02/2016	Characteristics of Strategic Management	Discussion on Strategy of Apple and Facebook		
3	1/3	04/02/2016	The relationship between a	Discussion on "		

			company's strategy and its business model			
4	1/4	05/02/2016	Why are crafting and executing strategies important?	„		
5	1/5	08/02/2016	Strategic Management process	Video on Dabbawala/ Discussion on Mazda		
6	1/6	09/02/2016	Different levels of strategies	„		
7	1/7	10/02/2016	Case discussion	Discussion on Hero Group		
8	1/8	11/02/016	Test/Review of Module 1			
8	2/1	12/02/2016	Module 2: Strategy formulation	Power Point/Chalk & Board		
9	2/2	13/02/2016	Developing strategic Vision and Mission for a company	„	Assignment 1 to be Announced	
10	2/3	15/02/2016	Setting objectives	„		
11	2./4	16/02/2016	Strategic Objectives and Financial objectives	„		
12	2/5	17/02/2016	Balanced score card/	„		
13	2/6	18/02/2016	Company goals and company philosophy	„		
14	2/7	22/02/2016	The Hierarchy of Strategic Intent.	„		
	2/8	23/02/2016	Merging the strategic vision, objectives and strategy in to a strategy plan			
15	3/1	24/02/2016	Module 3: Analyzing a company's external environment			
16	3/2	25/02/2016	The strategically relevant components of a company's external environment			
17	3/3	26/02/2016	Industry analysis			
18	3/4	29/02/2016	Porters dominant economic features	„		
19	3/5	01/03/2016	Competitive environmental analysis/	„		
20	3/6		Porters five forces model	„		
21	3/7	02/03/2016	Key Success factors, concept and implementation	„	Assignment 1 to be Submitted	

	3/8	03/03/2016	Industry driving forces			
22	4/1	04/03/2016	Module 4: Analyzing a company's resources and competitive position	„		
23	4/2	05/03/2016	Analysis of companies present strategies			
24	4/3	08/03/2016	SWOT analysis/ Value chain analysis	Power Point/Chalk & Board		
25	4/4	09/03/2016	Benchmarking/ Generic competitive strategies	Power Point/Chalk & Board		
26	4/5	10/03/2016	Low cost provider strategies/ Differentiation Strategy	„		
27	4/6	11/03/2016	Best Cost Provider Strategy/Focus Strategy	„		
28	4/7	17/03/2016	Strategic Alliances and Collaborative , Mergers and Acquisition Strategy	„		
29	4/8	18/03/2016	Outsourcing strategies, International business level strategies...Business Quiz on Mergers and Acquisitions	„		
30	5/1	19/03/2016	Module 5: Business planning in different environments	„		
31	5/2	21/03/2016	Entrepreneurial level business planning	„		
32	5/3	22/03/2016	Multistage wealth creation model for entrepreneurs	„		
33	5/4	23/03/2016	Planning for large and diversified companies	Power Point/Chalk & Board		
34	5/5	24/03/2016	Brief overview of innovation	„		
35	5/6	28/03/2016	Integration ,diversification, turn around strategies	„		
36	5/7	29/03/2016	GE nine cell planning grid and BCG matrix	„		
37	6/1	30/03/2016	Module 6: Strategy implementation	„		
38	6/2	31/03/2016	Operationalizing strategy	„		
39	6/3	01/04/2016	Annual objectives	„		

40	6/4	02/04/2016	Developing functional strategies	„		
41	6/5	04/04/2016	Developing and communicating concise policies	„	Assignment 2 To be Submitted	
42	6/6	05/04/2016	Institutionalizing the strategy	„		
43	6/7	06/04/2016	Strategy, leadership and culture.	„		
44	6/8	07/04/2016	Ethical process	„		
45	6/9	11/04/2016	Corporate Social Responsibility	„		
46	6/10	12/04/2016	Situational Leadership Game	„		
47	7/1	13/04/2016	Module 7: Strategic control	„	Assignment 3 Announced	
48	7/2	15/04/2016	Guiding and evaluating strategies	„		
49	7/3	16/04/2016	Establishing strategic controls	Power Point/Chalk & Board		
50	7/4	18/04/2016	Operational control systems	„		
51	7/5	20/04/2016	Monitoring performance and evaluating deviations, ,	„		
52	7/6	21/04/2016	Challenges of strategy implementation	„	Submission of Mini Project	
53	7/7	22/04/2016	Role of corporate governance	„		
54	7/8	23/04/2016	Case discussions	„		
55		28/04/2016	Revision	„		
56		29/04/2016	Revision	„	Assignment 3 to be Submitted	

Literature:

Book Type	Code	Author & Title	Publication info	
			Edition & Publisher	ISBN #
Text Book	TB1	Crafting and executing strategy-Arthur A Thompson Jr.,A.J Strickland 111,John E Gamble	18/e,TMH,2012	0070146721

Text Book	TB2	Strategic Management: An integrated approach-Charles W.L.Hill,Gareth R Jones	Cengage publication , 10 th edition	I13: 978-1111825843
References	RB1	Strategic Management; Concepts and cases-David R	13/e,PHI	978-0132666213
References	RB2	Strategic management; Building and sustaining competitive advantage. Robert A Pitts and David Lei	4/e,Cengage learning	9780324226218

Signature of faculty

Signature of HOD

Signature of Principal