


**Rajarshi Shahu Mahavidyalaya, (Autonomous), Latur**  
**Department of Commerce**  
**Structured Work Plan for Teaching (June 2022 to October 2022)**

Class                      B. Voc III year (RM)  
Subject                     Strategic Management  
Paper                        Strategic Management  
Name of Teacher        Miss.A. D .Savalsure

**Summary of Teaching Plan :**

Unit	Chapter / Topics		No. of Lectures	Date
<b>Unit - 1</b>	<b>Introduction to Strategic Management</b>		<b>14</b>	20/06/2022. to 13/07/2022
	1.1	Mmeaning Scope and Importance of Strategic Management	02	
	1.2	Nature and Characteristics of Strategic Management	02	
	1.3	Process of Strategic Management	02	
	1.4	Models of Strategic Management	02	
<b>Unit - 2</b>	<b>Strategic Formulation</b>		<b>12</b>	14/07/2022 to 18/08/2022
	2.1	Concept of Planning and Corporate Planning	02	
	2.2	Process of Planning and Types of Planning	03	
	2.3	Strategic Decision Making, Vision, Purpose and Mission	03	
	2.4	Guidelines for Crafting Successful Business Strategies	04	
<b>Unit - 3</b>	<b>Business Level Strategies</b>		<b>12</b>	22/08/2022 to 14/09/2022
	3.1	The Foundation of Business level Strategies	04	
	3.2	Business level Strategies: Industry Structure, Positioning of firm in industry	03	
	3.3	General Business Strategies :Cost leadership Business Strategies, Differentiation Business Strategy, Focus Business Strategy	01	
	3.4	Tactics For Business Strategies: Time Tactic, & Market Location Strategies	04	
<b>Unit - 4</b>	<b>Corporate Level Strategies</b>		<b>12</b>	15/09/2022 to 15/10/2022
	4.1	Corporate Level Strategies: Expansion Strategy, Stability Strategies, Retrenchment Strategy, Combination Strategies	02	
	4.2	Concentration Strategies	02	
	4.3	Integration Strategies: Vertical Integration & Horizontal integration	03	
	4.4	Diversification Strategies: Concentric or Related Diversification, Conglomerate or Unrelated Diversification	02	

  
Subject Teacher

  
**HEAD**  
**DEPT. OF COMMERCE**  
**RAJARSHI SHAHU MAHAVIDYALAYA**  
**LATUR**