PERIYAR MANIAMMAI INSTITUTE OF SCIENCE & TECHNOLOGY

PERIYAR MANIAMMAI
INSTITUTE OF SCIENCE & TECHNOLOGY
(Deemed to be University)
Established Under Sec. 3 of UGC Act, 1956 • NAAC Accredited
think • innovate • transform

**Criteria II – Teaching-Learning and Evaluation**

| | | |
|---|---|---|
| **Key Indicator** | **2.6.** | Student Performance and Learning Outcomes |
| **Metric** | **2.6.1** | The institution has stated learning outcomes (generic and programme specific)/graduate attributes which are integrated into the assessment process and widely publicized through the website and other documents |

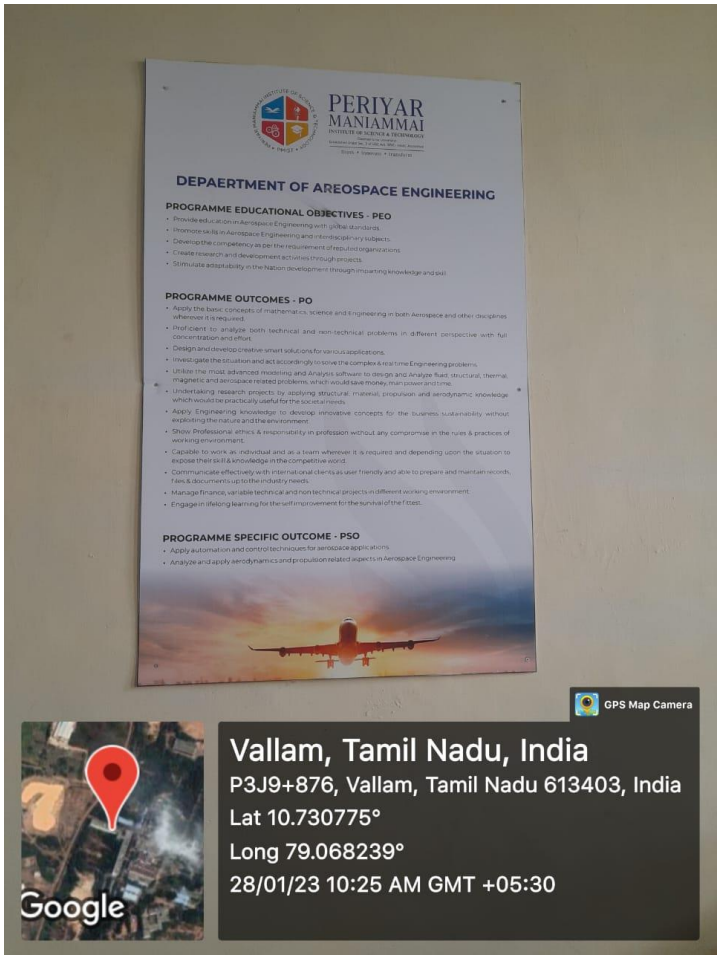
# ADDITIONAL DOCUMENTS
# LEARNING OUTCOMES

# INDEX

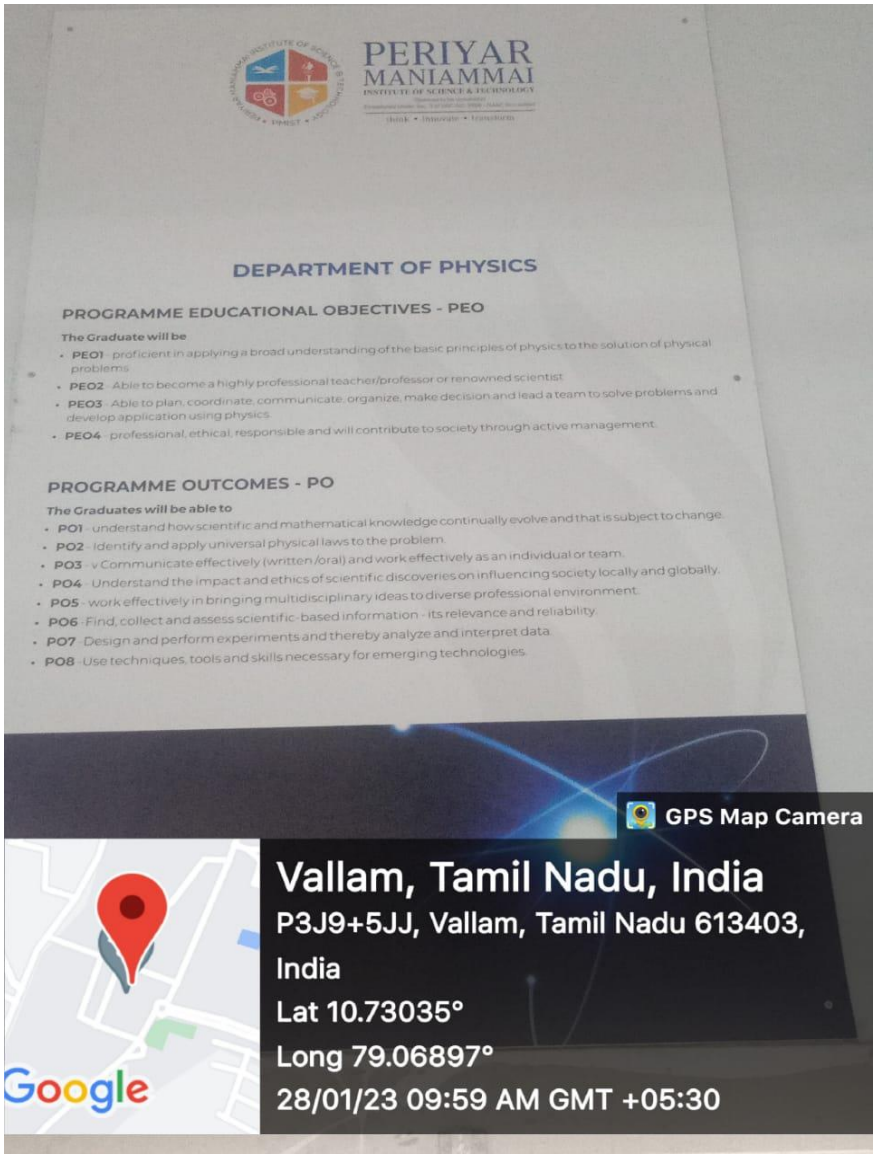
**Programme Outcomes and Course Outcomes of all programmes**

| | | |
|---|---|---|
| **14** | Department of Education | https://www.pmu.edu/department-of-education/courses.aspx |
| **15** | Department of Mathematics | https://www.pmu.edu/department-of-mathematics/courses.aspx |
| **16** | Department of Management Studies | https://www.pmu.edu/department-of-management-studies/courses.aspx |
| **17** | Department of Physics | https://www.pmu.edu/department-of-physics/courses.aspx |
| **18** | Department of Political Science | https://www.pmu.edu/department-of-political-science/courses.aspx |
| **19** | Department of Social Work | https://www.pmu.edu/department-of-social-work/courses.aspx |

| DEPARTMENT OF AEROSPACE ENGINEERING | |
|---|---|
| **Location** | **TB11 EXT 314** |



| DEPARTMENT OF PHYSICS | |
|---|---|
| **Location** | **TBI-108** |

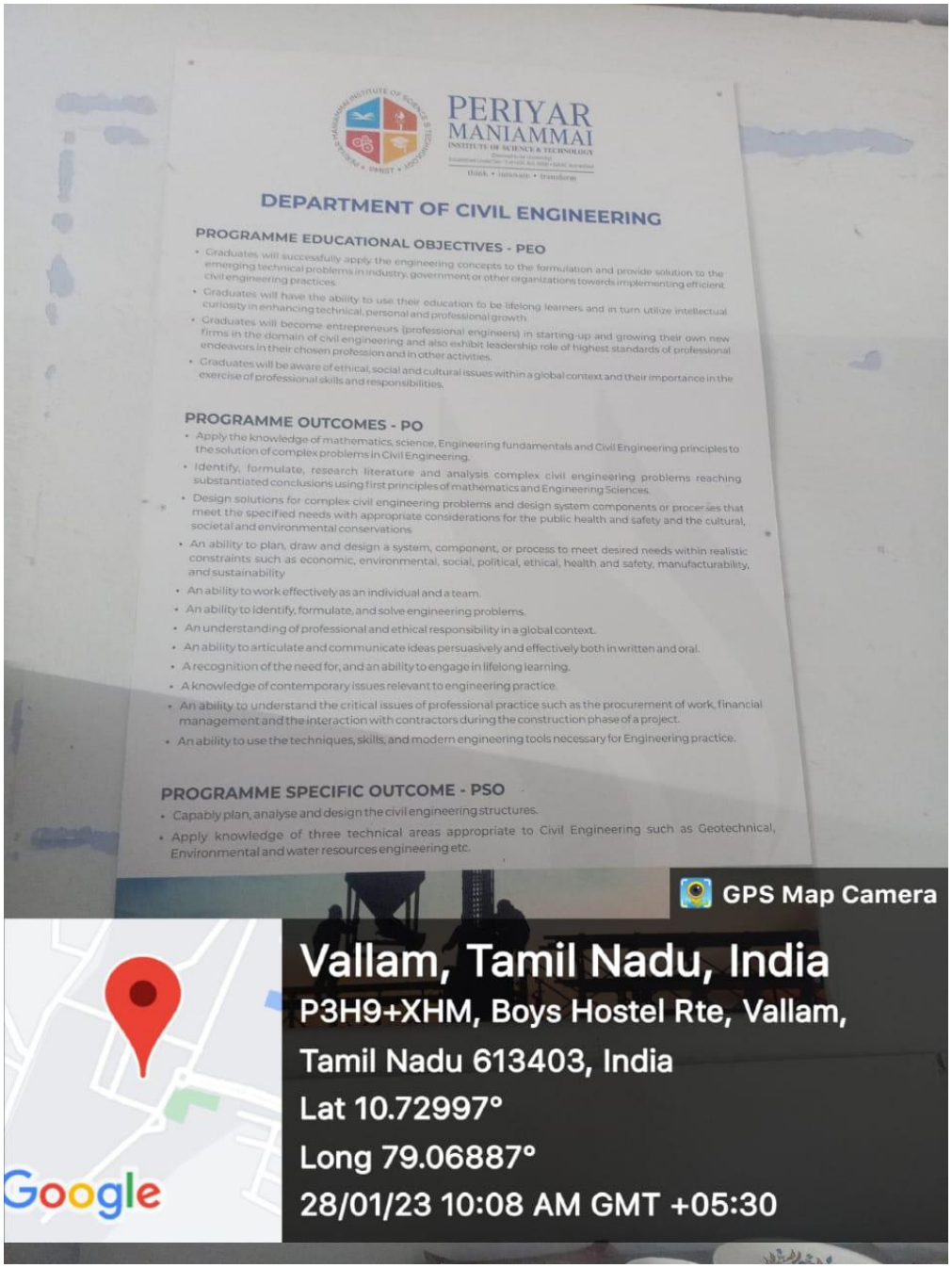


| | |
|---|---|
| | **DEPARTMENT OF BIO-TECHNOLOGY** |
| **Location** | **TB1-202** |

| DEPARTMENT OF MATHEMATICS | |
|---|---|
| **Location** | **TB1-323** |

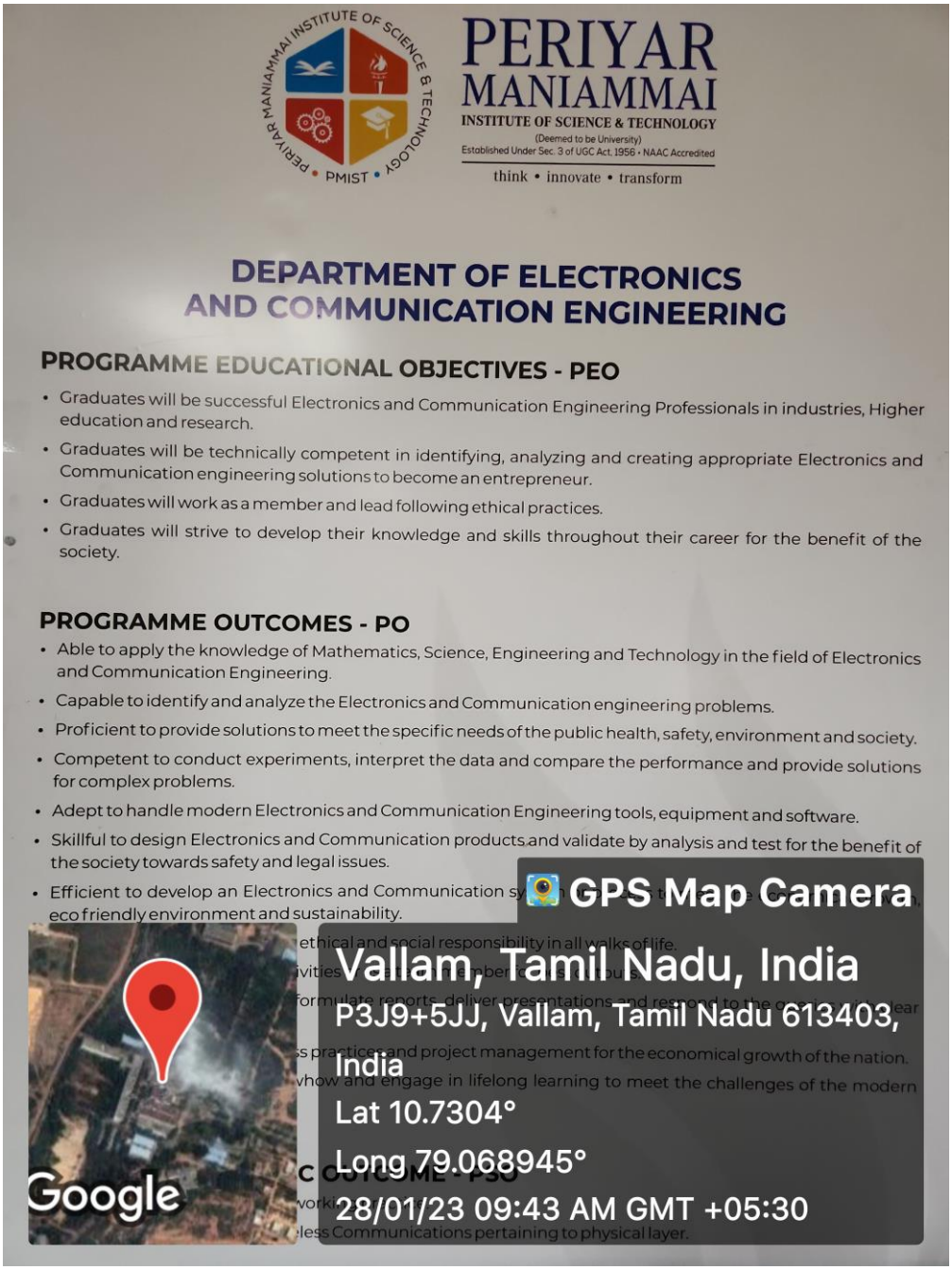
## DEPARTMENT OF CIVIL ENGINEERING

| | |
|---|---|
| **Location** | **TB1-125** |



## DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

| | |
|---|---|
| **Location** | **TBI EMBEDDED LAB** |



# DEPARTMENT OF MANAGEMENT STUDIES

## COURSE PLAN

# MBA

### SEMESTER III

### Regulation 2018

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B. M. Mohan

**Dr. B. MAHENDRA MOHAN, B.E.,M.S.,MBA.,Ph.D.,**
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## Contents

## INSTITUTE VISION

To be a University of global dynamism with excellence in knowledge and innovation ensuring social responsibility for creating an egalitarian society.

## INSTITUTE MISSION

UM1 : Offering well balanced programmes with scholarly faculty and state-of-art facilities to impart high level of knowledge.

UM2 : Providing student-centred education and foster their growth in critical thinking, creativity, entrepreneurship, problem solving and collaborative work.

UM3 : Involving progressive and meaningful research with concern for sustainable development.

UM4 : Enabling the students to acquire the skills for global competencies.

UM5 :Inculcating Universal values, Self respect, Gender equality, Dignity and Ethics.

## DEPARTMENT VISION

To be a department of international repute delivering excellence in management education and research with the aim of creating business leaders capable of solving problems of industry and society.

## DEPARTMENT MISSION

DM1 : To impart education meeting global standards enabling students to become business leaders.

DM2 : To impart education enabling students to identify and solve problems of industry and society.

DM3 : To impart education enabling students to become entrepreneurs.

DM4 : To impart education enabling students to do research and be innovative.

DM5 : To impart education on values, ethics and protection of the environment.

**Mapping of University Mission with Department Mission**

| | DM1 | DM2 | DM3 | DM4 | DM5 | Total |
|---|---|---|---|---|---|---|
| **UM1** | 3 | 2 | 1 | 2 | 0 | 8 |
| **UM2** | 1 | 3 | 3 | 2 | 0 | 9 |
| **UM3** | 1 | 2 | 1 | 3 | 1 | 8 |
| **UM4** | 3 | 0 | 1 | 1 | 1 | 6 |
| **UM5** | 0 | 0 | 2 | 0 | 3 | 5 |

0- No Relation 1- Low Relation 2- Medium Relation 3- High Relation

## PROGRAM EDUCATIONAL OBJECTIVES

| | |
|---|---|
| **PEO1** | Graduates will successfully apply management theory in their employment for solving problems of industry and society. |
| **PEO2** | Graduates will be skill full and knowledgeable to start and manage new ventures successfully. |
| **PEO3** | Graduates will pursue higher education and engage in research in the field of management. |
| **PEO4** | Graduates will practice their profession with honesty and integrity. |

## Mapping of Mission (MS) with Program Educational Objectives (PEOs)

| | PEO 1 | PEO 2 | PEO 3 | PEO 4 | Total |
|---|---|---|---|---|---|
| **DM1** | 3 | 1 | 2 | 0 | 6 |
| **DM2** | 3 | 1 | 2 | 0 | 6 |
| **DM3** | 1 | 3 | 0 | 1 | 5 |
| **DM4** | 2 | 1 | 3 | 0 | 6 |
| **DM5** | 0 | 1 | 1 | 3 | 5 |

0- No Relation 1- Low Relation 2- Medium Relation 3- High Relation

## GRADUATE ATTRIBUTES

1. **Scholarship of Knowledge**: Acquire in-depth knowledge of specific discipline or professional area, including wider and global perspective, with an ability to discriminate, evaluate, analyze and synthesize existing and new knowledge, and integration of the same for enhancement of knowledge.
2. **Critical Thinking**: Analyze complex problems critically, apply independent judgment for synthesizing information to make intellectual and or creative advances for conducting research in a wider theoretical, practical and policy context.
3. **Problem Solving**: Think laterally and originally, conceptualize and solve problems, evaluate a wide range of potential solutions for those problems and arrive at feasible, optimal solutions after considering public health and safety, cultural, societal and environmental factors in the core areas of expertise.
4. **Research Skill**: Extract information pertinent to unfamiliar problems through literature survey, apply appropriate research methodologies, techniques and tools, analyze and interpret data, demonstrate higher order skill and view things in a broader perspective, contribute individually in group(s) to the development of knowledge.
5. **Usage of modern tools**: Create, select, learn and apply appropriate techniques, resources, and modern management and IT tools, including prediction and modeling.
6. **Collaborative and Multidisciplinary work**: Possess knowledge and understanding of group dynamics, recognize opportunities and contribute positively to collaborative-multidisciplinary research, demonstrate a capacity for self-management and teamwork, decision-making based on open-mindedness, objectivity and rational analysis in order to achieve common goals and further the learning of themselves as well as others.
7. **Project Management and Finance**: Demonstrate knowledge and understanding of management principles and apply the same to one's own work, as a member and leader in

a team, manage projects efficiently in respective disciplines and multidisciplinary environments after consideration of economical and financial factors.

8. **Communication**: Communicate with the industry, and with society at large confidently and effectively, such as, being able to comprehend and write effective reports and design documentation by adhering to appropriate standards, make effective presentations, and give and receive clear instructions.
9. **Life-long Learning**: Recognize the need for, and have the preparation and ability to engage in life-long learning independently, with a high level of enthusiasm and commitment to improve knowledge and competence continuously.
10. **Ethical Practices and Social Responsibility**: Acquire professional and intellectual integrity, professional code of conduct, ethics of research and scholarship, consideration of the impact of research outcomes on professional practices and an understanding of responsibility to contribute to the community for sustainable development of society.
11. **Independent and Reflective Learning**: Observe and examine critically the outcomes of one's actions and make corrective measures subsequently, and learn from mistakes without depending on external feedback.

## PROGRAM OUTCOMES

**Graduates of the MBA program should attain the following outcomes:**

1. Knowledge of management theory to solve problems of industry and society.
2. Knowledge of the latest tools and technologies in their chosen area of specialization.
3. Understand the local and global business environment and formulate business strategies.
4. Communicate effectively with the stakeholders in industry and society.
5. Identify problems, collect relevant data, use appropriate techniques and tools to analyze the data and select the optimum solution. Use research based knowledge and research methods to solve problems.
6. Demonstrate leadership skills and manage projects by organizing tasks and delegating responsibility effectively. Function effectively as a leader and member of a team.
7. Apply ethical principles and social responsibility.
8. Demonstrate knowledge of and need for sustainable development.
9. Possess the ability to engage in lifelong learning.

PSO1: Demonstrate understanding of rural business management.

PSO2: Demonstrate skills in statistical analysis of business research data.

## Mapping of Program Outcomes (POs) with Graduate Attributes (GAs)

| | GA1 | GA2 | GA3 | GA4 | GA5 | GA6 | GA7 | GA8 | GA9 | GA10 | GA11 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **PO1** | 3 | 2 | 2 | 2 | 2 | 0 | 2 | 0 | 1 | 1 | 1 |
| **PO2** | 2 | 2 | 2 | 2 | 3 | 0 | 1 | 0 | 2 | 0 | 1 |
| **PO3** | 2 | 2 | 2 | 2 | 2 | 0 | 1 | 0 | 1 | 1 | 1 |
| **PO4** | 0 | 0 | 0 | 0 | 0 | 2 | 1 | 3 | 0 | 0 | 0 |
| **PO5** | 2 | 3 | 3 | 3 | 2 | 1 | 1 | 0 | 1 | 0 | 2 |
| **PO6** | 0 | 0 | 0 | 0 | 1 | 3 | 3 | 2 | 1 | 1 | 1 |
| **PO7** | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 2 |
| **PO8** | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 1 | 3 | 1 |
| **PO9** | 1 | 2 | 2 | 2 | 2 | 1 | 0 | 1 | 3 | 0 | 3 |
| **PSO1** | 2 | 2 | 2 | 2 | 0 | 0 | 3 | 0 | 0 | 2 | 0 |
| **PSO2** | 2 | 2 | 3 | 3 | 2 | 1 | 2 | 2 | 2 | 0 | 2 |

0- No Relation 1- Low Relation 2- Medium Relation 3- High Relation

## Mapping of Program Educational Objectives (PEOs) with Program Outcomes (POs)

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **PEO 1** | 3 | 2 | 1 | 1 | 2 | 2 | 0 | 0 | 0 | 2 | 2 |
| **PEO 2** | 1 | 1 | 3 | 3 | 2 | 3 | 2 | 0 | 0 | 3 | 1 |
| **PEO 3** | 3 | 2 | 1 | 0 | 3 | 2 | 0 | 1 | 3 | 1 | 3 |
| **PEO 4** | 0 | 0 | 2 | 1 | 2 | 2 | 3 | 2 | 0 | 1 | 2 |

0- No Relation 1- Low Relation 2- Medium Relation 3- High Relation

## CURRICULUM

## M.B.A.

## (Dual Specialization)

## REGULATION – 2018

## SEMESTER – III

| Subject Code | Subject Title | L | T | P | C |
|---|---|---|---|---|---|
| YBA301 | Strategic Management | 4 | 0 | 0 | 4 |
| | **OPERATIONS –ELECTIVES** | | | | |
| YBAE67 | Supply Chain and Logistics Management | 3 | 0 | 0 | 3 |
| YBAE68 | Product Design | 3 | 0 | 0 | 3 |
| YBAE69 | Quality Management | 3 | 0 | 0 | 3 |
| | **FINANCE – ELECTIVES** | | | | |
| YBAE70 | Investment Management | 3 | 0 | 0 | 3 |
| YBAE71 | Mergers and Acquisitions | 3 | 0 | 0 | 3 |
| YBAE72 | Banking and Insurance Management | 3 | 0 | 0 | 3 |
| | **HUMAN RESOURCE - ELECTIVES** | | | | |
| YBAE73 | Training and Development | 3 | 0 | 0 | 3 |
| YBAE74 | Industrial Relations and Labour Law | 3 | 0 | 0 | 3 |
| YBAE75 | Compensation Management | 3 | 0 | 0 | 3 |
| | **MARKETING – ELECTIVES** | | | | |
| YBAE76 | Retail Management | 3 | 0 | 0 | 3 |
| YBAE77 | Consumer Behaviour | 3 | 0 | 0 | 3 |
| YBAE78 | Integrated Marketing Communication | 3 | 0 | 0 | 3 |
| | **SYSTEMS- ELECTIVES** | | | | |
| YBAE79 | Business Analytics | 3 | 0 | 0 | 3 |
| YBAE80 | Enterprise Resource Planning | 3 | 0 | 0 | 3 |
| YBAE81 | E-Business | 3 | 0 | 0 | 3 |
| | **ENTREPRENEURSHIP- ELECTIVES** | | | | |
| YBAE82 | Technology Appreciation and IPR | 3 | 0 | 0 | 3 |
| YBAE83 | Advertisement Management for Entrepreneurs | 3 | 0 | 0 | 3 |
| YBAE84 | Technology and Innovation Management | 3 | 0 | 0 | 3 |
| | **MICRO SMALL MEDIUM SMALL ENTERPRISE- ELECTIVES** | | | | |
| YBAE85 | Business Plan Preparation for Small Business | 3 | 0 | 0 | 3 |
| YBAE86 | Small Business Promotion | 3 | 0 | 0 | 3 |
| YBAE87 | Business Regulation | 3 | 0 | 0 | 3 |

***Total Credits- 22**

***Students have to choose any two electives**



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| COURSE CODE | YBA 301 | L | T | P | C |
|---|---|---|---|---|---|
| COURSE NAME | STRATEGIC MANAGEMENT | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4 : 0 : 0 | 4 | 0 | 0 | 4 |

**LEARNING OBJECTIVES**

1. To learn the steps in the process of strategic management.
2. To learn the process of analyzing internal and external environment of businesses.
3. To learn different types of strategies adopted by firms to overcome competition in the business level.
4. To learn different types of strategies adopted by firms to overcome competition in the corporate level.
5. To learn different types of strategies adopted by firms to overcome competition in the international level.

| COURSE OUTCOMES | | Domain | Level |
|---|---|---|---|
| CO1 | ***Explain*** the steps in the strategic management process. | Cognitive | Understanding |
| CO2 | ***Analyze*** the external and internal environment of businesses. | Cognitive | Analysing |
| CO3 | ***Compare*** various business level strategies. | Cognitive | Analysing |
| CO4 | ***Compare*** various corporate level strategies. | Cognitive | Analysing |
| CO5 | ***Compare*** various international strategies. | Cognitive | Analysing |

**UNIT I – INTRODUCTION** **10**

Strategy, Strategic management, Strategic management process, Mission statement, Stakeholders, Corporate governance.

**UNIT II - SITUATION ANALYSIS** **20**

External environment: Macro environment, Industry environment, Industry analysis – Five forces model.
Internal environment: Resources and capabilities - Value chain model, SWOT analysis.

**UNIT III - BUSINESS LEVEL STRATEGY** **10**

Business level strategies: Cost leadership, Differentiation, Focus.

**UNIT IV - CORPORATE LEVEL STRATEGY** **10**

Corporate level strategies: Concentration, Vertical integration, Diversification, Divestment, Portfolio analysis – BCG Matrix.

**UNIT V - INTERNATIONAL STRATEGY** **10**

International strategy: Global, Multidomestic, Transnational strategy, Modes of entering international markets.

| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
|---|---|---|---|
| 60 | 0 | 0 | 60 |

**TEXT BOOKS**

1. RaghavanParthasarathy, *Fundamentals of Strategic Management*, Biztantra, 2008.

**REFERENCES**

1. John A. Pearce II, Richard B Robinson, Jr&AmitaMital, *Strategic Management:*

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*Formulation, Implementation and Control*, 12th Edition, McGraw Hill Education, 2017.
2. Charles W.L. Hill & Gareth R. Jones, *Strategic Management: An Integrated approach*, 9th Edition, Cengage, 2012.

**Table 1: Mapping of COs with POs**

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO 2 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **CO 2** | 3 | 0 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| **CO 3** | 3 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **CO 4** | 3 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **CO 5** | 3 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **Total** | 15 | 0 | 15 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| **Scaled to 0,1,2,3** | 3 | 0 | 3 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3
0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

**Table 2: Evaluation Scheme**

| | % | CO1 | CO2 | CO3 | CO4 | CO5 |
|---|---|---|---|---|---|---|
| **CA 1** | 20 | 4 | 4 | 4 | 4 | 4 |
| **CA 2** | 30 | 6 | 6 | 6 | 6 | 6 |
| **CA 3** | 50 | 10 | 10 | 10 | 10 | 10 |
| **Total** | 100 | 20 | 20 | 20 | 20 | 20 |

**Table 3: CPA mapping with COs**

| | | CO1 | CO2 | CO3 | CO4 | CO5 |
|---|---|---|---|---|---|---|
| **C=4** | Understanding | 0.8 | | | | |
| | Analyzing | | 0.8 | 0.8 | 0.8 | 0.8 |

**Table 4: Mapping Course Outcome with Assessment for CA1 (20 marks):**

| Category | CO1 | CO2 | CO3 | CO4 | CO5 |
|---|---|---|---|---|---|
| Real Time Evaluation | 4 | 4 | 4 | 4 | 4 |
| Total 20 Marks | 4 Marks | 4 Marks | 4 Marks | 4 Marks | 4 Marks |

**Table 5: Mapping Course Outcome with Assessment for CA2 (30 marks):**

| | Marks % | CO1 | CO2 | CO3 | CO4 | CO5 |
|---|---|---|---|---|---|---|
| **Assignment1** | 6 | 6 | | | | |
| **Assignment2** | 6 | | 6 | | | |
| **Assignment3** | 6 | | | 6 | | |
| **Assignment4** | 6 | | | | 6 | |

| | | | | | | |
|---|---|---|---|---|---|---|
| **Assignment5** | 6 | | | | | 6 |
| **Total** | 30 | 6 | 6 | 6 | 6 | 6 |

**Table 6: Mapping Course Outcome with Assessment for CA3 (50 marks):**

| | CO1 | CO2 | CO3 | CO4 | CO5 |
|---|---|---|---|---|---|
| **Part – A** MCQ 10x1 = 10 marks | 3 Marks | 3 Marks | 3 Marks | - | 1 Mark |
| **Part – B** 5 x2 marks =10 marks | 2 Marks | 2 Marks | 2 Marks | - | 4 Marks |
| **Part – C** 4 x15 marks =60 marks | 15 Marks | 15 Marks | 15 Marks | - | 15 Marks |
| **Part – D** (Compulsory Question) 1 x20 marks =20 marks | - | - | - | 20 Marks | - |
| Total 100 Marks | 20 Marks | 20 Marks | 20 Marks | 20 Marks | 20 Marks |

**Table 7: Rubrics for Real Time Evaluation (20 marks):**

| Sl.No | Criterion | Scale | 100 | 75 | 50 | 25 | 0 | Relation to CO's |
|---|---|---|---|---|---|---|---|---|
| 1 | **External Environment Analysis 20%** | 0.2 | Analysis very clear | Analysis clear | Analysis implicit | Analysis not clear | Analysis irrelevant | 1,2,3,4,5 |
| 2 | **Internal Environment Analysis 20%** | 0.2 | Analysis very clear | Analysis clear | Analysis implicit | Analysis not clear | Analysis irrelevant | 1,2,3,4,5 |
| 3 | **Data Analysis 10%** | 0.1 | Analysis very clear | Analysis clear | Analysis implicit | Analysis not clear | Analysis irrelevant | 1,2,3,4,5 |
| 4 | **Conclusion 20%** | 0.2 | Conclusion very clear | Conclusion clear | Conclusion implicit | Conclusion not clear | Conclusion irrelevant | 1,2,3,4,5 |
| 5 | **Report and Presentation 30%** | 0.3 | Very neat | Neat | Satisfactory | Careless | Very poor | 1,2,3,4,5 |
| | **Total = 100** | | | | | | | |

**Table 8: Rubrics for Assignment (6 Marks):**

| Sl.No | Criterion | Scale | 100 | 75 | 50 | 25 | 0 | Relation to CO's |
|---|---|---|---|---|---|---|---|---|
| 1 | **Content 50%** | 0.5 | Idea very clear | Idea clear | Idea implicit | Idea not clear | Idea irrelevant | 1,2,3,4,5 |
| 2 | **Presentation 30%** | 0.3 | Very neat | Neat | Satisfactory | Careless | Very poor | 1,2,3,4,5 |
| 3 | **Submission 20%** | 0.2 | By deadline | 1 day late | 2 days late | 3 days late | More than 3 days late | 1,2,3,4,5 |
| | **Total = 100** | | | | | | | |

**Table 9: Course Plan:**

| Unit | Topic | Subtopic | Teaching method | Teaching aids/Venue | Targeted learning domain | No. of Hours | Relation to Cos |
|---|---|---|---|---|---|---|---|
| 1 | 1.1 | **Introduction** | | | | | |
| | | 1.1.1 Strategy | Chalk and Talk | Class Room | Cog.(Und) | 1 | 1 |
| | | 1.1.2 Strategic Management | Chalk and Talk | Class Room | Cog.(Und) | 1 | 1 |
| | 1.2 | **Strategic Management Process** | | | | | |
| | | 1.2.1 Strategic Management Process | Chalk and Talk | Class Room | Cog.(Und) | 2 | 1 |
| | | 1.2.2 Mission Statement | Chalk and Talk | Class Room | Cog.(Und) | 2 | 1 |
| | | 1.2.3 Stakeholders | Chalk and Talk | Class Room | Cog.(Und) | 2 | 1 |
| | | 1.2.4 Corporate Governance | Chalk and Talk | Class Room | Cog.(Und) | 2 | 1 |
| | | **Total** | | | | **10** | |
| 2 | 2.1 | **External Environment** | | | | | |
| | | 2.1.1 Macro | Chalk and | Class | Cog.(Ana | 4 | 2 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | Environment | Talk | Room | ) | | |
| | | 2.1.2 Industry Environment | Chalk and Talk | Class Room | Cog.(Ana ) | 2 | 2 |
| | | 2.1.3 Industry Analysis – Five Forces Model | Chalk and Talk | Class Room | Cog.(Ana ) | 5 | 2 |
| | **2.2** | **Internal Environment** | | | | | |
| | | 2.2.1 Resources and Capabilities | Chalk and Talk | Class Room | Cog.(Ana ) | 4 | 2 |
| | | 2.2.2 Value Chain Model | Chalk and Talk | Class Room | Cog.(Ana ) | 3 | 2 |
| | | 2.2.3 SWOT Analysis | Chalk and Talk | Class Room | Cog.(Ana ) | 2 | 2 |
| | | **Total** | | | | **20** | |
| **3** | **3.1** | **Business Level Strategy** | | | | | |
| | | 3.1.1 Business Level Strategy Case | Case Discussio n | Class Room | Cog.(Ana ) | 2 | 3 |
| | | 3.1.2Cost Leadership | Chalk and Talk | Class Room | Cog.(Ana ) | 3 | 3 |
| | | 3.1.3Differentiatio n | Chalk and Talk | Class Room | Cog.(Ana ) | 3 | 3 |
| | | 3.1.4Focus | Chalk and Talk | Class Room | Cog.(Ana ) | 2 | 3 |
| | | **Total** | | | | **10** | |
| **4** | **4.1** | **Corporate Level Strategy** | | | | | |
| | | 4.1.1 Corporate Level Strategy Case | Case Discussio n | Class Room | Cog.(Ana ) | 2 | 4 |
| | | 4.1.2 Concentration | Chalk and Talk | Class Room | Cog.(Ana ) | 1 | 4 |
| | | 4.1.3 Vertical Integration | Chalk and Talk | Class Room | Cog.(Ana ) | 2 | 4 |
| | | 4.1.4 Diversification | Chalk and Talk | Class Room | Cog.(Ana ) | 2 | 4 |
| | | 4.1.5 Divestment | Chalk and Talk | Class Room | Cog.(Ana ) | 1 | 4 |
| | | 4.1.6 Portfolio Analysis – BCG Matrix | Chalk and Talk | Class Room | Cog.(Ana ) | 2 | 4 |
| | | **Total** | | | | **10** | |
| **5** | **5.1** | **International Strategy** | | | | | |
| | | 5.1.1 International Strategy Case | Case Discussio | Class Room | Cog.(Ana ) | 2 | 5 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | n | | | | |
| | | 5.1.2 Global Strategy | Chalk and Talk | Class Room | Cog.(Ana ) | 2 | 5 |
| | | 5.1.3 Multidomestic Strategy | Chalk and Talk | Class Room | Cog.(Ana ) | 2 | 5 |
| | | 5.1.4 Transnational Strategy | Chalk and Talk | Class Room | Cog.(Ana ) | 1 | 5 |
| | | 5.1.5 Modes of Entering International Markets | Chalk and Talk | Class Room | Cog.(Ana ) | 3 | 5 |
| | | **Total** | | | | **10** | |
| | | **Grand Total** | | | | **60** | |