



**Bachelor of Business Administration**  
**BBA (General) - Semester – I**

Course Code	UM01IDBBA02	Title of the Course	<b>Fundamental of Strategic Planning and Development</b>
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ul style="list-style-type: none"><li>• To expose the students to the basic principles of Strategic Planning and Development</li><li>• To impart knowledge regarding basic concepts of business policy as a discipline</li><li>• To introduce concepts of Vision, mission and purpose of strategic management</li><li>• To provide guidelines for crafting successful business strategies</li></ul>
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Course Content		
Unit	Description	Weightage* (%)
1.	<b>Introduction</b> <ul style="list-style-type: none"><li>• Concept of Strategy</li><li>• Levels of strategy</li><li>• Evolution of business policy as a discipline</li><li>• Concept of Strategic Management</li><li>• Characteristics of strategic management</li><li>• strategic management Process</li><li>• Strategic Planning: Concept, Strategic Plan, Process of Strategic Planning</li></ul>	25%
2.	<b>Strategy Formulation</b> <ul style="list-style-type: none"><li>• Concept</li><li>• Stakeholders in business</li><li>• Strategic Intent: Concept, Vision, Mission, Objectives and Goals</li><li>• Environmental appraisal: Meaning, The Company and Its Environment, Environmental Scanning</li><li>• Types of strategies</li><li>• Guidelines for crafting successful business strategies</li></ul>	25%



3.	<p><b>Analysis and Framework</b></p> <ul style="list-style-type: none"> <li>• Strategic analysis and choice: Introduction, Criterion for Evaluating Strategic Alternatives</li> <li>• Environmental Threat and Opportunity Profile (ETOP): Organizational Capability Profile and Strategic Advantage Profile</li> <li>• Corporate Portfolio Analysis</li> <li>• SWOT Analysis</li> <li>• Synergy and Dysergy</li> <li>• GAP Analysis</li> <li>• Porter's Five Forces Model of competition</li> <li>• Mc Kinsey's 7s Framework</li> <li>• GE Nine Cell Model Planning GRID</li> <li>• Distinctive competitiveness</li> <li>• Selection of matrix</li> </ul>	25%
4.	<p><b>Structural Implementation and Strategic Control</b></p> <ul style="list-style-type: none"> <li>• Strategy implementation: Nature, Steps, Importance and Issues in implementation</li> <li>• Project implementation</li> <li>• Procedural implementation</li> <li>• Resource Allocation</li> <li>• Budgetary Control: Meaning, Advantages and Limitations</li> <li>• Organizational Structure: Approaches to Organizational Structure</li> <li>• Strategic Control: Meaning, Process, Implementing Strategic Control</li> <li>• Structure - Matching structure and strategy</li> </ul>	2%

Teaching-Learning Methodology	These are teacher-centred methods, learner-centred methods, content-focused methods and interactive/participative methods.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to



**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar, Gujarat**  
**(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))**  
**Syllabus with effect from the Academic Year 2023-2024**

1.	<ul style="list-style-type: none"><li>• Explain what strategic management is and explain why it is important</li><li>• Understand the study area of strategic management and what are the characteristics of strategic management</li><li>• Understand basic concepts of business policy as a discipline</li></ul>
2.	<ul style="list-style-type: none"><li>• Explain what is Strategy formulation and stakeholders in business.</li><li>• Design Vision, mission and purpose of strategic management.</li><li>• Understand and apply various types of business strategies.</li></ul>
3.	<ul style="list-style-type: none"><li>• Perform strategic analysis and choice</li><li>• Understand Environmental Threat and Opportunity Profile (ETOP)</li><li>• Understand Organizational Capability Profile and Strategic Advantage Profile</li></ul>
4.	<ul style="list-style-type: none"><li>• Understand various Issues in implementation of project</li><li>• Perform Resource Allocation for projects</li></ul>

<b>Suggested References</b>	
<b>Sr.No.</b>	<b>References</b>
1	Memoria, Memoria and Subba Rao, Business Planning and Policy, Himalaya Publishing House
2	Dr. Vijay Pithadiya, Strategic Management and Business Policy, Biztantra, 2015
3	M. Jayarathnam, Strategic Management, Himalaya Publishing House, 2016
4	K. Aswathappa and G. Sudarsana Reddy, Strategic Management, Himalaya Publishing House, 2008
5	P Subba Rao, Strategic Management, Himalaya Publishing House, 2018
6	H.R. Appannaiah, P.N. Reddy and H.R. Ramanath, Strategic Management, Himalaya Publishing House, 2007
7	T.P. Renuka Murty and Mrs. Waseeha Firdode, Strategic Management, Himalaya Publishing House
8	S.K. Bansal, Strategic Management and Business Policy, A.P.H Publishing Corporation, 2016

On-line resources to be used if available as reference material
On-line Resources