



Bachelor of Business Administration
BBA (ISM) - Semester – I

Course Code	UM01IDBBS02	Title of the Course	Fundamental of Strategic Planning and Development
Total Credits of the Course	04	Hours per Week	04

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



3.	Analysis and Framework <ul style="list-style-type: none">• Strategic analysis and choice: Introduction, Criterion for Evaluating Strategic Alternatives• Environmental Threat and Opportunity Profile (ETOP): Organizational Capability Profile and Strategic Advantage Profile• Corporate Portfolio Analysis• SWOT Analysis• Synergy and Dysergy• GAP Analysis• Porter's Five Forces Model of competition• Mc Kinsey's 7s Framework• GE Nine Cell Model Planning GRID• Distinctive competitiveness• Selection of matrix	25%
4.	Structural Implementation and Strategic Control <ul style="list-style-type: none">• Strategy implementation: Nature, Steps, Importance and Issues in implementation• Project implementation• Procedural implementation• Resource Allocation• Budgetary Control: Meaning, Advantages and Limitations• Organizational Structure: Approaches to Organizational Structure• Strategic Control: Meaning, Process, Implementing Strategic Control• Structure - Matching structure and strategy	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
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SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat (Reaccredited with
‘A’ Grade by NAAC (CGPA 3.11)
Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

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

Suggested References	
Sr.No.	References
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