



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

Course Code	UM01IDBBI02	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%



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3.	<p>Analysis and Framework</p> <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 • McKinsey's 7s Framework • GENine Cell Model Planning GRID • Distinctive competitiveness • Selection of matrix 	25%
4.	<p>Structural Implementation and Strategic Control</p> <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 CBCSR.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCSR.6.8.3)	15%
3.	University Examination	70%

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



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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. Waseha 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