

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA(Foreign Trade)**  
**Semester:VI**

**Syllabus with effect from: NOVEMBER \ DECEMBER 2013**

<b>Paper Code:</b> UM06CBBF01	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Global Strategic Management - II	

Unit	Description in detail	Weighting (%)
<b>1</b>	<b>Appraisal of the Firm</b> Appraisal of the Status / health of Business of the firm BCG Matrix GE Matrix	<b>25 %</b>
<b>2</b>	<b>Competitive Advantages &amp; Core Competence</b> Nature and Significance of Competitive Advantage Factors of Competitive Advantage Concept of Core Competence Attribute of Core Competence	<b>25 %</b>
<b>3</b>	<b>Corporate Strategy</b> Generic alternative Characteristic and Scope of various Generic Alternatives Expansion Strategy Intensification: ANSOFF product Market Expansion Diversification: Need and purpose to diversify, Alternative forms Diversification	<b>25 %</b>
<b>4</b>	<b>Routes for Executing Strategy</b> Routes for Executing Strategy: Start-Ups Mergers Acquisition Take Overs Joint Ventures Strategic Alliances	<b>25 %</b>

**Basic Text & Reference Books**

- Strategic Planning Formulation of Corporate Strategy, Text and cases – V.S. Ramaswamy and S. Namakumari, Macmillan Publication
- Strategic Management – S. Reddy
- Business Policy & Strategic Management – P. Rao
- Managing Policy & Strategic Management – R. M. Shrivastav
- Strategic Management & Business Policy – A. Kazmi

