

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: II
Syllabus with effect from: DECEMBER 2018

Paper Code: UM02DBBA23	Total Credit:3
Title of paper: FUNDAMENTALS OF STRATEGIC PLANNING AND DEVELOPMENT	

Unit	Description in detail	Weightage (%)
I	Introduction Strategic Management - An Introduction - Evolution of business policy as a discipline – Concept of strategic management - Characteristics of strategic management – Defining strategy	25 %
II	Formulation Strategy formulation - Stakeholders in business - Vision, mission and purpose - Business definition, objectives and goals - Environmental appraisal - Types of strategies - Guidelines for crafting successful business strategies	25 %
III	Analysis and Framework Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - 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 9 Cell Model - Distinctive competitiveness - Selection of matrix	25 %
IV	Structure and Strategy Strategy implementation - Issues in implementation - Project implementation - Procedural implementation - Resource Allocation - Budgets - Organization Structure - Matching structure and strategy	25 %

Basic Text & Reference Books:

Business Policy, 2nd Ed. - Azhar Kazmi
Strategic Management, 12th Ed. - Concepts and Cases - Arthur A. Thompson Jr. and A.J.Strickland
Management Policy and Strategic Management (Concepts, Skills and Practices) - R.M.Shrivastava
Business Policy and Strategic Management - P.Subba Rao
Strategic Management – Pearce
Strategy & Business Landscape - Pankaj Ghemawat
Strategic Planning Formulation of Corporate Strategy - Ramaswamy

