



(BACHELOR OF BUSINESS ADMINISTRATION) (MANAGEMENT)
(BBA) (GENERAL) Semester (II)

Course Code	UM02DBBA73	Title of the Course	Fundamental of Strategic Planning and Development
Total Credits of the Course	03	Hours per Week	03

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 Strategic Management - An Introduction - Evolution of business policy as a discipline – Concept of strategic management - Characteristics of strategic management – Defining strategy	25%
2.	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%
3.	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%
4.	Structure and Strategy Strategy implementation - Issues in implementation - Project implementation - Procedural implementation - Resource Allocation - Budgets - Organization	25%



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	Structure - Matching structure and strategy	

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	
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



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| | <ul style="list-style-type: none">• Match structure and strategy |
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