

SARDAR PATEL UNIVERSITY
Programme: BBA (International Business)
Semester: V
Syllabus with Effect from: JUNE 2016

Paper Code: UM05CBBB01	Total Credits: 3
Title Of Paper: Global Strategic Management - I	

Unit	Description in detail	Weightage (%)
1	Introduction Conceptual Issue & Essence of Strategy Strategic Planning Strategic Planning Process Corporate & Business Level Strategy	25 %
2	Macro Environmental Vision & Mission Business Definition Macro Environmental Factors – PESTEL Analysis	25 %
3	Industry Analysis Importance of Industry Analysis Framework for analyzing Industry and Competition Michael Porter's Five Forces Shaping competition in an Industry	25 %
4	Internal Appraisal Purpose, Role and Importance of Internal Appraisal Assessing SWOT Aspects and Technique Functions in which S-W assessed	25 %

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

