

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

Paper Code: UM06CBBB01	Total Credits: 3
Title Of Paper: Global Strategic Management - II	

Unit	Description in detail	Weightage (%)
1	Appraisal of the Firm Appraisal of the Status / health of Business of the firm BCG Matrix GE Matrix	25 %
2	Competitive Advantages & Core Competence Nature and Significance of Competitive Advantage Factors of Competitive Advantage Concept of Core Competence Attribute of Core Competence	25 %
3	Corporate Strategy 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	25 %
4	Routes for Executing Strategy Routes for Executing Strategy Start-Ups Mergers Acquisition Take Overs Joint Ventures Strategic Alliances	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

