

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: VI
Syllabus with effect from: NOVEMBER 2013

Paper Code: UM06CBBS08	Total Credits:
Title Of Paper: Strategic Management	

Unit	Description in detail	Weightage (%)
1	Introduction: Nature and Elements of strategy Features of effective strategy Levels of strategy Meaning and definition of strategic management Process of strategic management Importance and key attributes of strategic management	25 %
2	Analysis of Internal and External environment: Process of internal environment appraisal SWOT Analysis Limitations of SWOT analysis Value chain analysis. Factors affecting Business. Objective and process of environment appraisal Porter's five force model	25 %
3	Strategic Intent: Nature, attributes and purpose of strategic intent Process of strategic intent Vision – meaning, How is vision created, features, Benefits and Limitations of vision Mission – Meaning, examples, features and benefits of mission statement Objectives – features, types, Factors	25 %
4	Corporate level strategy: Meaning Growth strategy, types of integration Diversification strategy Reasons and types of corporate restructuring	25 %

Basic Text & Reference Books:

- Management Policy and Strategic Management (concept, skills and practices) – By R.M.Srivastava, Himalaya publication.

