

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM08FBBI03	Total Credit: 3
Title Of Paper: Business Policy & Strategic Management	

Unit	Description in Detail	Weightage (%)
I	Business Policy and Environmental Analysis Concept of Business Policy, Strategic Objectives of Business, Meaning and Importance of Business Environment, Relationship between Business and its Environment, Analysing Business Environment (PESTAL Analysis only)	25%
II	Grand Strategies for Business Stability, growth, retrenchment & combination strategies, Modernization, Diversification, Integration, Merger, Take-over and Joint Venture strategies, Turnaround – divestment and Liquidation strategies	25%
III	Process of Strategic Choice Process of strategic choice – Gap analysis. Industry analysis, competitor analysis - Porter’s Five forces Model of competition. SWOT analysis, Mckinsey’s 7’s framework; GE-9 Cell Model, Boston’s Consultancy Group Model	25%
IV	Reaching Strategic Edge Business Process Reengineering, Benchmarking, Total Quality Management, Six Sigma, Contemporary Strategic Issues.	25%

Basic Text & Reference Books:-

- Business Policy –AzharKazmi – S.Chand &Co. New Delhi
- Management Policy & Strategic Management – R.M.Shivastava, Himalaya Publishing House, Mumbai.
- Business Policy and Strategic Management by Ramaswami and Namkumari
- Business Policy and Strategic Management by M.V.Kulkarni

