

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

<b>Paper Code: UM08FBBI03</b>	<b>Total Credit: 3</b>
<b>Title Of Paper: Business Policy &amp; Strategic Management</b>	

<b>Unit</b>	<b>Description in Detail</b>	<b>Weightage (%)</b>
I	<b>Business Policy and Environmental Analysis</b> 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	<b>Grand Strategies for Business</b> Stability, growth, retrenchment & combination strategies, Modernization, Diversification, Integration, Merger, Take-over and Joint Venture strategies, Turnaround – divestment and Liquidation strategies	25%
III	<b>Process of Strategic Choice</b> 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	<b>Reaching Strategic Edge</b> 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

