

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VII
Syllabus with effect from: November/December-2013
(Batch-2010)

Paper Code: UM07SBB101	Total Credit:2
Title Of Paper: Fundamentals of Strategic Management	

Unit	Description in detail	Weighting (%)
I	Introduction to Strategic Management Concept - Nature & Scope - Evolution - Importance - Concept of Different Decisions (Strategic, Administrative and Operational)	14%
II	Strategic Planning Process Concept of Strategic Planning - Need & Importance - Strategic Planning Process - Internal Appraisal of firm	12%
III	Competitive Advantage and Core Competence Concept of Competitive advantage - Significance - Building competitive advantage - Concept of Core competence - Difference between Competitive advantage and Core competence - Acquiring core competence	12%
IV	Formulation of Strategy Concept of Strategy Formulation - Corporate Strategy formulation - Generic Strategy Alternatives (Expansion & Divestment only)	12%

Basic Text & Reference Books:-

- Business Policy and Strategic Management by Ramaswami and Namkumari
- Business Policy and Strategic Management by M.V.Kulkarni

