

SARDAR PATEL UNIVERSITY
Programme: FOURTH YEAR OF BCOM
Semester: VIII
Syllabus with effect from: JUNE 2013 (BATCH 2010)

Paper Code: UB08CCOM03	Total Credits: 4
Title Of Paper: Business Policy and Strategic Management	

Unit	Description in detail	Weightage (%)
1	Introduction Objective of a Business, Environmental Influences on Business, Why Environmental Analysis? Micro and Macro Environment, PESTEL Analysis Competitive Environment, What is a Strategy, Corporate Strategy, Strategic Management, Vision, Mission and Objectives.	25 %
2	Strategic Analysis and Planning Situational Analysis, Strategic Analysis, The Methods of industry and Competitive Analysis, The Concept of Competitive Advantage, SWOT Analysis, TOWS Matrix, The Stages of Corporate Strategy Formulation and Implementation, GAP Analysis, Mc Kinsey's 7s Framework, GE 9 Cell Model.	25 %
3	Strategy Formulations Introduction to strategy formulation, Corporate Porter's Five Forces Model, Strategy Formulation, Business Strategy, Corporate Strategy, Strategies to Avoid, Selection of the Best Strategy.	25 %
4	Strategic Implementation and Control Strategy, Who Implements?, How is Strategy to be implemented?, Interrelationship between Strategy Formulation and Strategy Implementation, Issues in Strategy Implementation, Strategic Business Units and Core Competence.	25 %
	Tutorial: Credits – 1, Marks – 25.	
5	Students are required to collect information on any one company discussing vision, mission, industry trends and challenges. Journal on the same shall be maintained by the students.	

Basic Text & Reference Books:

- Concepts in Strategic Management and Business Policy Toward Global Sustainability, T Wheelen and J D. Hunger, **Pearson**
- Strategic Planning formulation of Corporate Strategy: Text and Cases, V S Ramaswamy and Namakumari, **MACMILLAN**

