

SARDAR PATEL UNIVERSITY
Programme: FOURTH YEAR OF BCOM
Semester: VIII
Syllabus with effect from: December 2014 (BATCH 2011)

Paper Code: UB08CCOM03	Total Credits: 3
Title Of Paper: Business Policy and Strategic Management	

Unit	Description in detail	Weightage (%)
1	Introduction: Evaluation of Business Policy, Environmental Influences on Business, Why Environmental Analysis? Micro and Macro Environment, PESTEL Analysis, Defining Strategy, Concept of 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 %

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**

