

SARDAR PATEL UNIVERSITY
PROGRAMME: B.COM. (HONS') (3 Years)
(International Accounting and Corporate Banking & Insurance)
(Under Choice Based Credit System Based on UGC Guidelines)
Syllabus with effect from: December-2020
Semester: VI

Paper Code: UB06CCOH23	Total
Title of Paper: Business Policy and Strategic Management	Credits: 3
<p>Objective: For any company to succeed in today's global market, it must develop a competitive advantage. The market is going global and increasing competition will affect every business, no matter how small or large, public or private the firm is, the increasing globalization of business has created a need for effective overseas managers. The international marketplace is highly competitive and operations are managed in widely varying economic, social, political and cultural environments. It must be noted that successful domestic managers do not necessarily become effective global managers unless they are well trained and open-minded. The twenty-first century will bring dramatic advances and changes in technology and will usher business organizations into a globalized economy, with no governing body to smooth the transformation, which will require firms to adopt appropriate strategies to align themselves to the new shifts in the paradigm.</p>	

Unit No.	Description in Detail	Weightage
1	<p>Introduction</p> <ul style="list-style-type: none"> • 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	<p>Strategic Analysis and Planning</p> <ul style="list-style-type: none"> • Situational Analysis • Strategic Analysis • SWOT Analysis • GAP Analysis • Mc Kinsey's 7s Framework • GE 9 Cell Model 	25%
3	<p>Strategy Formulations</p> <ul style="list-style-type: none"> • Introduction to strategy formulation, • Corporate Porter's Five Forces Model • Strategy Formulation, Business Strategy 	25%
4	<p>Strategic Implementation and Control</p> <ul style="list-style-type: none"> • Strategy, Who Implements? • How is Strategy to be implemented? • Interrelationship between Strategy Formulation and Strategy Implementation • Strategic Business Units and Core Competence. 	25%

Evaluation : Internal : 40 Marks (Theory)
: External: 60 Marks (Theory) – Two Hours Examination

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