

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocation (Supply Chain and Logistics)
Semester: II
Syllabus with effect from: December 2015

Paper Code: UB02CBVS02	Total Credits: 5
Title Of Paper: Strategic Management	

Unit	Description in detail	Weightage (%)
1	Introduction: Concepts of Strategy - Levels at which strategy operates; Approaches to strategic decision making; Mission and purpose, objectives and goals; Strategic business unit (SBD); Functional level strategies	25%
2	Environmental Analysis and Diagnosis: Environment and its components; Environment scanning and appraisal; Organizational appraisal; Strategic advantage analysis and diagnosis; SWOT analysis	25%
3	Strategy Formulation: Modernization, Diversification Integration Merger, take-over and joint strategies Turnaround, Divestment and Liquidation strategies	25%
4	Functional Strategies: Marketing, production/operations and R&D plans and police Personnel and financial plans and policies. Control; Techniques of strategic evaluation and control.	25%

Basic Text & Reference Books:

- **Azhar Kazmi**, STRATEGIC MANAGEMENT & BUSINESS POLICY, Tata McGraw-Hill Publishing Company Limited, New Delhi 2008.
- **Vipin Gupta, Kamala Gollakota & Srinivasan**, BUSINESS POLICY & STRATEGIC MANAGEMENT, Prentice Hall of India Private Limited, New Delhi, 2008.
- **Amita Mittal**, CASES IN STRATEGIC MANAGEMENT, Tata McGraw-Hill Publishing Company Limited, New Delhi 2008.
- **Fred R. David**, STRATEGIC MANAGEMENT CONCEPT AND CASES, PHI Learning Private Limited, New Delhi, 2008.

