



M.B.A. Semester IV
CORE COURSES

PM04CMBA21: BUSINESS POLICY AND STRATEGIC MANAGEMENT II

Course Code	PM04CMBA21	Title of the Course	Business Policy and Strategic Management – II
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ul style="list-style-type: none">• To understand and analyse the importance of the strategy-making process.• To understand distinctive characteristics of analysing the organization's external environment.• To identify how the Generic Strategies help the Organization move towards its goals.• To explore and identify decisions affecting organisations' future growth.• To evaluate and implement strategies to compete in foreign markets.
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Course Content: 30 sessions		
Unit	Description	Weightage (%)
1.	Strategy and its importance and managerial process of strategy, vision, mission, objectives and policies, Contingency Theory, Effectuation Theory	25
2.	Analysing company' external environment, VUCA environment, Company's resources and Competitiveness, Five Generic Strategies	25
3.	Beyond Competitive Strategy, Models and Matrices on Strategic Management- Igor Ansoff Model, Ashridge Portfolio Matrix, GE Model.	25
4	Competing in Foreign Markets and Building Resource Strengths and Organizational Capabilities, Transaction Cost Economics, Dynamic Capabilities, Digital Transformation opportunities, eBusiness Strategies	25

Teaching-Learning Methodology	Lectures, Presentations, Relevant topic- Case Studies, Quiz.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Mid-Semester Examination	30%
2.	Internal Continuous Assessment in the form of Presentations, Quizzes, Seminars, Assignments, Attendance	30%
3.	End Semester Examination	40%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Create a Strategic Management Process with respect to the organisation's Vision and Mission.
2.	Apply the various tools to analyse the external environment.
3.	Apply Generic strategies in various competitive scenarios.
4.	Develop strategies for entering and competing in foreign markets
5.	Play a useful role in building organizations strategic capabilities.
6.	Enhance entrepreneurial ability.

Suggested References:	
Sr. No.	References
1.	Arthur A Thompson,AJ Strickland,John E Gamble &Arun K Jain Crafting and Executing Strategy-Concepts and Cases –Tata McGraw Hill Publishing Company Ltd.
2.	David, F. R., David, F. R., & David, M. E., Strategic management: Concepts and cases: A competitive advantage approach. Upper Saddle River: Pearson.
3	Lynch, R. (1997). Corporate strategy, Pearson Education



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Online Resources
www.edx.org/learn/strategic management
www.online-learning.harvard.edu/ strategic management
www.businessnewsdaily.com
www.ocw.mit.edu/strategy