



M.B.A. Semester III
CORE COURSES

PM03CMBA21: BUSINESS POLICY AND STRATEGIC MANAGEMENT I

Course Code	PM03CMBA21	Title of the Course	Business Policy and Strategic Management – I
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ul style="list-style-type: none">• To understand nature, benefits and terminology of and the need for Strategic Management.• To have an in-depth understanding of various strategy lenses.• To explore and identify fundamental decisions based on Micro and Macro Environmental analysis.• To understand the purpose of Value Chain Analysis and improve Organizational efficiencies.
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Course Content: 30 sessions		
Unit	Description	Weightage (%)
1.	Introducing to Strategic Management – its evolution and importance. Understanding Strategy Lenses and Strategic Drift. Micro and Macro Environmental analysis – PESTEL Analysis.	25
2.	Analysing Roots of Strategic Capabilities, Corporate-Level Strategies, Strategy Clock.	25
3.	Five Force Model, SWOT Analysis, Value Chain Analysis, Strategic profile of a firm, BCG Matrix, Experience curve.	25
4.	Organising for success and Enabling and Managing the Strategic Change, Framework for Analyzing competition.	25



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Teaching-Learning Methodology	Lectures, Presentations, Case Studies, Quiz and assignment submissions
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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.	Develop strategies in alignment with strategic lenses.
2.	Apply the various tools to analyse the internal and external environment.
3.	Apply value chain strategies for revenue generation.
4.	Apply corporate-level strategies and use different strategy, related models.
5.	Play a useful role in building strategic capabilities.
6.	Enhance employability.



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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. (2013). Strategic management: Concepts and cases: A competitive advantage approach. Upper Saddle River: Pearson.
3	Lynch, R. (1997). Corporate strategy, Pearson Publication

Online Resources

[www.edx.org/learn/strategic management](http://www.edx.org/learn/strategic%20management)

[www.online-learning.harvard.edu/strategic management](http://www.online-learning.harvard.edu/strategic%20management)

www.businessnewsdaily.com

www.ocw.mit.edu/strategy