



**(Master of Business Administration)**  
**Semester III**

**CORE COURSES**

**PM03CMGT51: BUSINESS POLICY AND STRATEGIC MANAGEMENT I**

<b>Course Code</b>	<b>PM03CMGT51</b>	<b>Title of the Course</b>	<b>Business Policy and Strategic Management – I</b>
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ul style="list-style-type: none"><li>• To understand nature, benefits and terminology of and the need for Strategic Management.</li><li>• To have an in-depth understanding of various strategy lenses.</li><li>• To explore and identify fundamental decisions based on Micro and Macro Environmental analysis.</li><li>• To understand the purpose of Value Chain Analysis and improve Organizational efficiencies.</li></ul>
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<b>Course Content: 30 sessions</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
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

Teaching-Learning Methodology	Lectures, Presentations, Case Studies, Quiz and assignment submissions
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**SARDAR PATEL UNIVERSITY**  
Vallabh Vidyanagar, Gujarat  
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))  
Syllabus with effect from the Academic Year 2022-2023

<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
1.	Mid-Semester Examination	30%
2.	Internal Continuous Assessment in the form of Presentations, Quizzes, Seminars, Assignments, Attendance	30%
3.	End Semester Examination	40%

<b>Course Outcomes: Having completed this course, the learner will be able to</b>	
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.

<b>Suggested References:</b>	
<b>Sr. No.</b>	<b>References</b>
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

<b>Online Resources</b>
<a href="http://www.edx.org/learn/strategic%20management">www.edx.org/learn/strategic management</a>
<a href="http://www.online-learning.harvard.edu/strategic%20management">www.online-learning.harvard.edu/strategic management</a>
<a href="http://www.businessnewsdaily.com">www.businessnewsdaily.com</a>
<a href="http://www.ocw.mit.edu/strategy">www.ocw.mit.edu/strategy</a>