

SARDAR PATEL UNIVERSITY
(Effect from June, 2021-22)

M.COM. (BUSINESS STUDIES) SEMESTER-II		
Paper Code PB02CCOM51	Title of the Paper STRATEGIC BUSINESS MANAGEMENT-II	Total Credit 04

Course Objective	To enable students for strategic approach in managing business
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Course Description		
Unit	Description	Weightage
1.	BUSINESS POLICY AND STRATEGIC MANAGEMENT Define business, policy, and business policy Features of business policy Scope and Importance of business policy Purpose of developing business policy Essentials of effective business policy Hierarchical level of Strategy Strategic Management process Reasons for failure of strategic management Strategists and their role in strategic management	25%
2.	MERGERS AND ACQUISITIONS Nature of mergers and acquisitions Evolution of mergers in India Types of mergers Reasons for corporate mergers Benefits of mergers Impact of mergers on consumers and workers Reasons for failure of mergers and acquisitions Strategies for successful acquisitions	25%
3.	STRATEGIC EVALUATION AND CONTROL Nature of strategy evaluation Benefits of strategy evaluation Principles of strategy evaluation Types of organizational control Types of strategic controls Operational control systems Process of effective strategic control	25%
4.	CORPORATE AND BUSINESS LEVEL STRATEGY AND STRATEGY IMPLEMENTATION Nature of Corporate Strategy	25%

	Growth strategy Diversification strategy Nature of stability and Retrenchment strategy Nature of Business level strategy Nature of strategy implementation Interrelationship between formulation and implementation Issues in strategy implementation	
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*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	Use of PowerPoint presentation, small caselets discussion, real life company examples, group discussion, Seminar presentation
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	20%
2.	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	University Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to	
1.	discuss the need of strategic management and role of strategists
2.	grasp the significance of mergers and acquisitions in current period
3.	understand various levels at which Strategy exist namely Corporate, Business and Functional level
4.	analyze how firms make entry into global markets and implement and evaluate strategy at an International level

Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)	
Sr. No	References
1.	Sudarshana Reddy, G. (2008).Strategic Management. Himalaya publishing House Pvt. Ltd , New Delhi
2.	Srivastava, R. M. (2006).Management Policy and Strategic Management,Himalaya Publishing House Pvt. Ltd. New Delhi
On-Line Resources available that can be used as Reference Material	
UGC-MOOCs courses: Strategic Management	