

SARDAR PATEL UNIVERSITY
Programme & Subject: Master of E-Business (M.Eb)
Semester: II
Syllabus with Effect from: June-2010

Paper Code: PM02CMEB02	Total Credit: 4
Title Of Paper: Business Policy & Strategic Management	

Unit	Description in Detail	Weightage (%)
I	Introduction to Strategic Planning: Evolution – Why Strategic Planning – Nature & Scope – Difference between Strategic Decisions, Administrative Decisions, Operational Decisions Strategic Planning in India: New Industrial Policy – Trade Policy – Macro Economic Problems – Structural Adjustments – Entrepreneurship Opportunities – Role of MNCs – Capital Market – Banking and Financial Services – Environmental Implications on Strategy Front – Business Challenges.	25%
II	Strategic Planning Process: Mission and Business Definition – Survey of the environment – Analysis of Industry and Competition – Internal Appraisal of the Firm	25%
III	Competitive Advantage & Core Competence: Concept – Nature & Significance – Sources – Appraisal – Building/Acquiring Competitive Advantage – Concept of Core Competence – Acquiring Core Competence	25%
IV	Strategy Formulation and choice: Setting Corporate Objectives – Formulating Corporate Strategy & Business Level Strategy – Generic Strategy Alternatives – Expansion Strategy -Intensification and Diversification-Evaluation of Opportunities – Criteria for Choice – Allocating Resources to Business	25%

Basic Text & Reference Books:-

- Strategic Planning: Formulatin of Corporate Strategy Text an Cases. The Indian context By : V.S. Ramaswami & S Namakumari MacMillan India Ltd. Latest edition
- Strategic management and Competitive Advantage: Concept and cases Jay b Barney & William s Hesterly, Pearson Publication, latest Edition.

