

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Got of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

Bachelor of Business Administration (BBA-General)

Semester - I

Course Code	UM1MDBBA02	Title of the Course	Fundamental of Strategic Planning and Development
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To expose the students to the basic principles of Strategic Planning and Development
	2. To impart knowledge regarding basic concepts of business policy as a discipline
	3. To introduce concepts of Vision, mission and purpose of strategic management
	4. To provide guidelines for crafting successful business strategies

Course Content

Unit	Description	Weightage (%)
1.	Introduction <ul style="list-style-type: none">• Concept of Strategy• Levels of strategy• Evolution of business policy as a discipline• Concept of Strategic Management• Characteristics of strategic management• Strategic management Process• Strategic Planning: Concept, Strategic Plan, Process of Strategic Planning	25 %
2.	Strategy Formulation <ul style="list-style-type: none">• Concept• Stakeholders in business• Strategic Intent: Concept, Vision, Mission, Objectives and Goals• Environmental appraisal: Meaning, The Company and Its Environment, Environmental Scanning• Types of strategies• Guidelines for crafting successful business strategies	25 %

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3.	Analysis and Framework <ul style="list-style-type: none">• Strategic analysis and choice: Introduction, Criterion for Evaluating Strategic Alternatives• Environmental Threat and Opportunity Profile (ETOP): Organizational Capability Profile and Strategic Advantage Profile• Corporate Portfolio Analysis• SWOT Analysis• Synergy and Dysergy• GAP Analysis• Porter's Five Forces Model of competition• Mc Kinsey's 7s Framework• GE Nine Cell Model Planning GRID• Distinctive competitiveness• Selection of matrix	25%
4.	Structural Implementation and Strategic Control <ul style="list-style-type: none">• Strategy implementation: Nature, Steps, Importance and Issues in implementation• Project implementation• Procedural implementation• Resource Allocation• Budgetary Control: Meaning, Advantages and Limitations• Organizational Structure: Approaches to Organizational Structure• Strategic Control: Meaning, Process, Implementing Strategic Control• Structure - Matching structure and strategy	25 %

Teaching-Learning Methodology	<ul style="list-style-type: none">• Lecture Method• Online Lectures• Group Discussion• Case Study• Project work• Practical Activities
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	30%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	20%
3.	External Examination	50%

Course Outcomes: Having Completed this course, the students will be able to	
1.	Understand the study area of strategic management
2.	Understand and apply various types of business strategies
3.	Perform strategic analysis and choice, Understand Environmental Threat and Opportunity Profile (ETOP), Understand Organizational Capability Profile and Strategic Advantage Profile
4.	Understand various Issues in implementation of project, Perform Resource Allocation for projects.

Suggested References	
Sr. No	References
1	Memoria, Memoria and Subba Rao, Business Planning and Policy, Himalaya Publishing House
2	Dr. Vijay Pithadiya, Strategic Management and Business Policy, Biztantra, 2015
3	M. Jayarathnam, Strategic Management, Himalaya Publishing House, 2016
4	K. Aswathappa and G. Sudarsana Reddy, Strategic Management, Himalaya Publishing House, 2008
5	P Subba Rao, Strategic Management, Himalaya Publishing House, 2018

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6	H.R.Appannaiah,P.N.Reddy and H.R.Ramanath, Strategic Management , Himalaya Publishing House,2007
7	T.P.Renuka Murty and Mrs.Waseeha Firdode, Strategic Management ,Himalaya Publishing House
8	S.K.Bansal, Strategic Management and Business Policy, A.P.H Publishing Corporation,2016
