

# 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<sup>+</sup>** KCG-Dept of Edu. Govt of Gujarat-April 2017

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

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

## Master of Commerce (MCOM)

### Semester - II

<b>Course Code</b>	<b>PG02CCOM01</b>	<b>Title of the Course</b>	<b>STRATEGIC BUSINESS MANAGEMENT-II</b>
<b>Total Credits of the Course</b>	<b>04</b>	<b>Hours per Week</b>	<b>04</b>

<b>Course Objectives</b>	➤ To enable students for strategic approach in managing business
	➤ To understand the need of strategic management and role of strategists
	➤ To embrace the significance of mergers and acquisitions in current period
	➤ To understand various levels at which Strategy exist namely Corporate, Business and Functional level
	➤ To analyze how firms make entry into global markets and implement and evaluate strategy at an International level

<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<b>BUSINESS POLICY AND STRATEGIC MANAGEMENT</b> 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	<b>25 %</b>
<b>2.</b>	<b>MERGERS AND ACQUISITIONS</b> 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	<b>25 %</b>

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3.	<b>STRATEGIC EVALUATION AND CONTROL</b> 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 <b>Techniques of Strategic Evaluation- GAP Analysis, SWOT Analysis, BENCHMARKING</b>	25%
4.	<b>CORPORATE AND BUSINESS LEVEL STRATEGY AND STRATEGY IMPLEMENTATION</b> Nature of Corporate Strategy 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	25 %

\*Units will have the same Weightage in the evaluation as suggested in the course outline.

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

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

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**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

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