Revised Syllabus as per NEP 2020 with effect from the Academic Year 2026-2027

Bachelor of Business Administration (BBA) (General)
Semester – I

Course Code	UM1MDBBA12	Title of the Course	FUNDAMENTALS OF STRATEGIC PLANNING & DEVELOPMENT
Total Credits	04 Credits	Hours per Week	04 Hours / Week

Course Learning Outcomes (CLOs)	
CLO 1	Explain core concepts of strategy, strategic planning, and the strategic management process, including vision, mission, goals, and levels of strategy.
CLO 2	Analyse internal and external environments using tools such as SWOT, PESTLE, Porter's Five Forces, and value chain analysis to identify opportunities and risks.
CLO 3	Formulate strategic plans and business models for startups and MSMEs, selecting appropriate growth strategies (market penetration, diversification, expansion) and incorporating digital transformation.
CLO 4	Implement and evaluate strategies through organisational design, change management, strategic control, and sustainable/ethical practices aligned with relevant SDGs.

Course Content		
Unit No.	Description	Weightage (%)
1.	**INTRODUCTION TO STRATEGIC PLANNING AND DEVELOPMENT:** • Meaning and nature of strategy • Strategic planning: concept and significance • Strategic management process • Vision, mission, goals, and objectives • Levels of strategy: corporate, business, and functional • Strategic thinking and decision-making • Business environment and organisational development • Role of strategic planning in startups and enterprises	25%
2.	**ENVIRONMENTAL AND STRATEGIC ANALYSIS:** • Internal and external environment analysis • SWOC Analysis • PESTLE Analysis • Porter's Five Forces Model • Competitor and industry analysis • Value chain analysis • Business opportunities and risk assessment **Practical Exposure** • SWOC preparation for local business/startup	25%

	• Case studies on market competition	
3.	**STRATEGIC PLANNING AND BUSINESS DEVELOPMENT:** • Strategic alternatives and choice • Business growth strategies • Market penetration, diversification, and expansion • Business model fundamentals • Innovation and entrepreneurship development • Strategic planning for startups and MSMEs • Project planning and development basics • Digital transformation and business development **Practical Exposure** • Mini strategic plan preparation • Business idea development activity	**25%**
4.	**STRATEGY IMPLEMENTATION AND SUSTAINABLE DEVELOPMENT:** • Strategy implementation process • Organizational structure and strategic leadership • Change management • Strategic control and evaluation • Corporate governance and ethics • Sustainability and social responsibility • Sustainable Development Goals (SDGs) and business • Future trends in strategic planning	**25%**

Teaching – Learning Methodology
The course will be taught through learner-centred and activity-based teaching methods to enhance conceptual understanding and practical managerial skills. The methodology will include: • Interactive Lectures • ICT-enabled Teaching and Learning • Case-based Learning • Group Discussions • Experiential Learning • Project-based Learning • Problem-solving Exercises • Industry-oriented Practical Discussions

Examination Evaluation Pattern		
Sr. No.	**Particulars**	**Weightage (%)**
01	Continuous and Comprehensive Evaluation (CCE) (Formative Assessment)	50%
02	Semester End Evaluation (SEE) (Summative Assessment)	50%
	TOTAL	**100%**

Specifications for CCE and SEE			
Sr. No.	**Details of the Evaluation Pattern**		**Marks**
01	Continuous and Comprehensive Evaluation (CCE) (Formative Assessment)		
	A	Assignments	10
	B	Active Learning Activities	05
	C	Attendance	05
	D	Written Examination (01 Hour)	30
		(A + B + C + D)	50 Marks
02	Semester End Evaluation (SEE) (Summative Assessment)		
	E	Written Examination (02 Hours)	**50 Marks**
		TOTAL (For 04 Credit Courses)	**100 Marks**

Rubrics – Based Assessment for Assignments (10 Marks)		
Excellent	09 – 10 Marks	Accurate, error-free, logically presented, timely submission
Good	07 – 08 Marks	Minor errors and good conceptual clarity
Average	05 – 06 Marks	Basic understanding or partially correct
Basic	03 – 04 Marks	Limited clarity, noticeable mistakes, incomplete content
Poor	01 – 02 Marks	Inadequate conceptual clarity, incorrect content
Below Poor	Zero Marks / NA	Content is irrelevant / Not Attempted / Not Submitted
Note: • Assignments may be taken in the form of written project, computerized and online suggested courses/certificates as per the decision made by the respective faculties of the courses.		

Rubrics – Based Assessment for Active Learning Activities (05 Marks)		
Excellent	05 Marks	Explanation is clear, detailed, and covered all keys
Good	04 Marks	Good conceptual clarity, minor details may be missing
Average	03 Marks	Basic explanation or partially correct
Basic	02 Marks	Limited clarity, noticeable mistakes, lacks depth
Poor	01 Mark	Poorly presented or not understandable
Below Poor	Zero / NA	Content is irrelevant / Not Attempted / Not Submitted
Note: • Active Learning Activities may be taken in forms of classwork, viva, oral presentations, PowerPoint presentations, role play, collaborative problem solving, debates, group discussions, online tests, Q&A, case studies, etc. as per the decision made by the respective faculties of the courses.		

Rubrics – Based Assessment for Attendance (05 Marks)		
As per the Rules and Regulations provided by the Academic Section of Sardar Patel University, Vallabh Vidyanagar, for the students studying in all departments and colleges. Reference No.: E – 3 / 3127; dated: 07-03-2024. https://www.spuvvn.edu/orbit-cdn/uploads/circulars/Circular-NEP-InternalExamMarks-March-April24.pdf		
Excellent	05 Marks	more than 90% (Minimum 54 Hours for 04 Credits Courses)
Good	04 Marks	80% - 89% (48 to 53 Hours for 04 Credit Courses)
Average	03 Marks	70% - 79% (42 to 47 Hours for 04 Credit Courses)

Poor	Zero / NA	Less than 70% (**NOT ELIGIBLE TO APPEAR FOR EXAM)**

Note:

- Students with below 70% attendance must submit their written application to their respective class coordinators with genuine reasons and evidence (in case of working or medical emergencies). Students must not pursue dual-degree programmes that clash with the college's timings.

Rubrics – Based Assessment for Mid-Semester Examination (30 Marks)		
ANY TWO UNITS OR 50% OF THE SYLLABUS - 15 Marks Each Question		
Excellent	13 – 15 Marks	Clear and deep explanation of strategic planning and development topics relevant to the chosen unit(s). Integrates concepts such as strategy, meaning and levels; environmental analysis (SWOT, PESTLE, Porter); strategic alternatives, business model and growth strategies; and implementation, governance and sustainability where applicable. Accurate strategic terminology; strong analysis and synthesis; logical sequencing; relevant examples or mini-case inference; connects theory to practice (e.g., mini strategic plan, SWOT for local startup); negligible grammatical errors.
Good	10 – 12 Marks	Good understanding of unit concepts with clear explanation. Covers key frameworks (SWOT, PESTLE, Porter), strategic choices (growth strategies, business model), or implementation aspects with reasonable depth. Correct use of terms; coherent organisation; some analysis and linking of ideas; one or two relevant examples; minor errors.
Average	07 – 09 Marks	Basic understanding of unit topics. Addresses main points (e.g., environment analysis, strategic alternatives, or implementation) but lacks depth, integration, or practical application. Limited analytical insight; few or no real-world examples; partially organised paragraphs; noticeable conceptual or presentation errors.
Basic	04 – 06 Marks	Limited grasp of the syllabus content. Mentions frameworks or concepts (SWOT, PESTLE, business model, SDGs) superficially with weak explanation and poor linkage. Poor organisation, many conceptual gaps, multiple grammatical errors, minimal/no examples or application.
Poor	01 – 03 Marks	Inadequate or incorrect understanding of topics; answer is largely irrelevant or contains major conceptual errors. Disorganised, incoherent response; incorrect use of strategic terms; lacks examples and application.
Below Poor	Zero Marks / NA	Completely irrelevant or Not Attempted

Note:

- Written Examination questions will be based on various levels of Revised Bloom's Taxonomy.

Rubrics – Based Evaluation Pattern for End-Semester Examination (50 Marks)		
Multiple Choice Questions (10 Marks) – 01 Mark Each from all Units		
Excellent	01 Mark	The chosen option is correct, with no errors in the response
Below Poor	Zero Marks / NA	Chosen option is incorrect, completely irrelevant, multiple options chosen / Not Attempted
UNIT I - 10 Marks Each Question		
Excellent	09 – 10 Marks	Demonstrates complete conceptual understanding with accurate definitions, diagrams/process explanations, business examples, and logical presentation. The answer shows analytical understanding and clarity.
Good	07 – 08 Marks	Explains concepts correctly with minor errors. Includes relevant examples and proper structure but lacks deeper analysis or detailed illustration.
Average	05 – 06 Marks	Basic understanding of concepts. The answer partially covers important points with limited explanation and weak examples.
Basic	03 – 04 Marks	Limited understanding. Incomplete explanation with missing key concepts and poor presentation.
Poor	01 – 02 Marks	Very little relevant content. Concepts incorrect or insufficiently explained.
Below Poor	Zero Marks / NA	No attempt or completely irrelevant answer.
UNIT II - 10 Marks Each Question		
Excellent	09 – 10 Marks	Accurately applies strategic analytical tools with proper interpretation, diagrams/models, examples, and critical analysis of business situations.
Good	07 – 08 Marks	Correct explanation of tools and frameworks with some analysis and examples. Minor conceptual or presentation gaps.
Average	05 – 06 Marks	Understands basic framework but lacks analytical depth and practical application.
Basic	03 – 04 Marks	Partial explanation with incomplete understanding of strategic tools.
Poor	01 – 02 Marks	Minimal or incorrect explanation of frameworks.
Below Poor	Zero Marks / NA	No relevant response.
UNIT III - 10 Marks Each Question		
Excellent	09 – 10 Marks	Demonstrates strong understanding of growth strategies and business development concepts with practical orientation, innovation perspective, and relevant examples.
Good	07 – 08 Marks	Good conceptual clarity and application with moderate practical explanation and examples.
Average	05 – 06 Marks	Basic explanation of business strategies with limited practical understanding.
Basic	03 – 04 Marks	Incomplete discussion with weak conceptual linkage.
Poor	01 – 02 Marks	Very limited content and a lack of strategic understanding.
Below Poor	Zero Marks / NA	No relevant answer attempted.

UNIT IV - 10 Marks Each Question		
Excellent	09 – 10 Marks	Critically explains implementation and sustainability concepts with leadership perspective, ethical understanding, and practical business relevance.
Good	07 – 08 Marks	Explains implementation concepts clearly with examples and moderate analytical understanding.
Average	05 – 06 Marks	Basic theoretical explanation with limited practical linkage.
Basic	03 – 04 Marks	Partial understanding and weak explanation of concepts
Poor	01 – 02 Marks	Insufficient knowledge demonstrated.
Below Poor	Zero Marks / NA	No relevant content provided.

Note:
- Multiple-choice questions of 10 Marks will be based on Bloom's Taxonomy Levels 1 & 2.
- Written Examination questions will be based on various levels of Revised Bloom's Taxonomy.

PLO – CLO Mapping										
	FUNDAMENTALS OF STRATEGIC PLANNING & DEVELOPMENT									
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
CLO1	3	2	2	2	2	2	1	2	1	2
CLO2	3	2	3	2	2	2	2	2	1	2
CLO3	3	3	3	2	3	2	2	2	2	3
CLO4	3	3	3	3	2	3	2	3	3	3

Note:
- High: **03**; Moderate: **02**; Low: **01**; No Mapping: **00**

Suggested References and E-Resources for Further Reading

- Cherunilam, Francis. Business Policy and Strategic Management. Himalaya Publishing House.
- Srinivasan, R. Strategic Management: The Indian Context. PHI Learning.
- Appa Rao, C., B. P. Rao, and K. Sivaramakrishna. Strategic Management and Business Policy. Excel Books.
- Subba Rao, P. Business Policy and Strategic Management. Himalaya Publishing House.
- Ghosh, P. K. Strategic Management. Sultan Chand & Sons.
- Kazmi, Azhar. Business Policy and Strategic Management. McGraw-Hill India.
- Modh, Satish. Strategic Management. Macmillan India.

Strategic Management Course – SWAYAM/NPTEL
Entrepreneurship Development – NPTEL
Innovation, Business Models and Entrepreneurship – SWAYAM
https://www.swayamprabha.gov.in/higheredu
https://epgp.inflibnet.ac.in/Home/Download

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