

FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session: 2024-2028
1	Course Code	BBSC- 19	
2	Course Title	Strategic Management	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> > Learn the concept of strategic management > Familiarize the students with the importance and relevance of strategy in improving business performance of an enterprise. 	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Strategy: Concept, relevance and benefits; Strategic Management Process, Levels of Strategy; Approaches to Strategic Decision Making; Strategic Intent – Vision, Mission, Goals and Objectives; Strategy and Corporate Governance.		15
II	Strategy Formulation: concept of environment, environmental sectors, environmental scanning; organizational appraisal – competence vs. capability, techniques for organizational appraisal; Industry and Competition Analysis.		15
III	Corporate Level Strategies: Stability Strategy – BCG portfolio model, Generic strategies; Expansion strategies – Ansoff Matrix, Integration Strategies, Diversification Strategies, Cooperative Strategies ; Retrenchment Strategies; Strategic Analysis and Choice		15
IV	Strategy Implementation: Nature, barriers and inter relationship; Structural Implementation; Functional and Operational Implementation; Behavioural Implementation; Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards, Structural Implementation: an overview of Structural Considerations, Behavioral Implementation, Strategy Evaluation and Control: Mc Kinsey 7-S Framework Establishing Strategic Control, Balanced Score Card; Strategic evaluation and control: Implementing and Operationalization.		15
Keywords Strategy, Strategy Formulation, Corporate Level strategies, Strategy Implementation.			
PART-C: Learning Resources			
Text Books, Reference Books and Others			
<ol style="list-style-type: none"> 1. Kazmi, A. (2014). <i>Strategic Management and Business Policy</i>, McGraw Hill Companies □ Nag, A. 2. <i>Strategic Management – Analysis, Implementation and Control</i>, Vikas Publishing House 3. Kachru, U. (2005). <i>Strategic Management – Excel Books</i> 4. J.A. Pearce & R.B. Robinson; <i>Strategic Management Formulation Implementation Control</i>; McGraw Hill 5. <i>Business Policy and Strategic Management - L.M. Prasad, Sultan Chand & Sons, New Delhi</i> 6. <i>Business Policy and Strategic - Francis Cherunilum, Himalaya Publishing House, 2010</i> 7. <i>Business Policy and Strategic Management – P.K. Ghosh, Sultan Chand & Sons, New Delhi, 1999</i> 			

Online Resources– https://multimedia.3m.com/mws/media/5140770/bc3melectronicresources.pdf&ved https://usiu-ke.libguides.com/c.php%3Fg%3D942935%26p%3D6797010&ved		
PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods: Maximum Marks: 100Marks ContinuousInternalAssessment(CIA): 30Marks EndSemesterExam(ESE): 70 Marks		
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):20&20 Assignment/Seminar- 10 TotalMarks- 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
EndSemester Exam (ESE):	Twosection– A &B SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

Name and Signature of Convenor & Members: (CBOS)

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]