

FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration <i>(Certificate / Diploma / Degree/Honors)</i>		Semester-VIII	
		Session: 2024-2025	
1	Course Code	BBSC-20	
2	Course Title	Advanced Strategic Management	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite (if, any)	<i>As per requirement</i>	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> ➤ <i>Learn the concept of strategic management</i> ➤ <i>Familiarize the students with the importance and relevance of strategy in improving business performance of an enterprise.</i> 	
6	Credit Value	4 Credits	<i>Credit=15 Hours-learning & Observation</i>
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	Strategic Management: An Introduction Strategic thinking Vs Strategic management Vs Strategic planning, Meaning of strategic management, concept of strategy, policy and strategy, strategy and tactic, Strategy and strategic plan, Nature of strategic plan, nature of strategic decisions, approaches to strategic decision making, levels of strategies, The strategic management process, strategic management: merits and demerits.		15
II	Mission, Objectives, Goals and Ethics: What is mission, concept of goals, Integration of individual and organizational goals: A Challenge, How Objectives are pursued, how are mission and objectives are formulated, why do mission and objective change, vision mission, objectives, goals and Strategy: Mutual relationships, core of strategic management: vision A-must, ethics and strategy.		15
III	External environment: Analysis and appraisal; Concept of environment, environmental analysis and appraisal, why environmental scanning and analysis, component of environment, SWOT: A tool of environment analysis, techniques of environmental search and analysis, ETOP: A technique of diagnosis, decision making on environmental information. Organisational change and Innovation: Planned and unplanned change, causes or forces of organisational change, managing planned change, choosing a change strategy, creativity and innovation in organisations, organizational creativity and innovation process, learning organisation		15
IV	Generic Competitive Strategy: Generic vs. competitive strategy, the five generic competitive strategy, competitive marketing strategy option, offensive vs. defensive strategy, Corporate strategy:- Concept of corporate strategy, offensive strategy, defensive strategy, scope and significance of corporate strategy Strategic Evaluation and Control: Evaluation of strategy and strategic control, why strategy evaluating, criteria for evaluation and the evaluation process, strategic control process, types of external controls.		15
Keywords	<i>Strategic Management, Mission, Objectives, Goals, Ethics, External Environment.</i>		
PART-C: Learning Resources			
Text Books, Reference Books and Others			

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1. *Kazmi, A. (2014). Strategic Management and Business Policy, McGraw Hill Companies* □ *Nag, A. (2011). Strategic Management – Analysis, Implementation and Control, Vikas Publishing House*
2. *Kachru, U. (2005). Strategic Management – Excel Books*
3. *J.A. Pearce & R.B. Robinson; Strategic Management Formulation Implementation Control; McGraw Hill*
4. *Business Policy and Strategic Management - L.M. Prasad, Sultan Chand & Sons, New Delhi Books*
5. *Business Policy and Strategic - Francis Cherunilum, Himalaya Publishing House, 2010*
6. *Business Policy and Strategic Management– P.K. Ghosh, Sultan Chand & Sons, New Delhi, 1999*

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: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:	100 Marks
Continuous Internal Assessment (CIA):	30 Marks
End Semester Exam (ESE):	70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar-10 Total Marks-30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
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End Semester Exam (ESE):	Two section– A & B Section A: Q1. Objective–10x1=10 Mark; Q2. Short answer type–5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit–4x10=40 Marks
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Name and Signature of Convenor & Members: (CBOS)

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