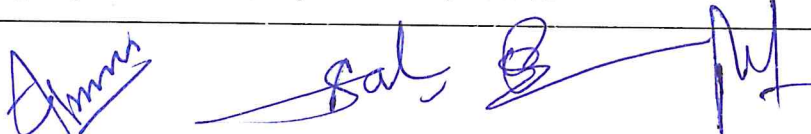


FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VI	Session: 2024-2027
1	CourseCode	BBSE -04	
2	CourseTitle	Elective A – Management: Business Policy & Strategy	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ Acquire knowledge over Business Policies and Strategic Management. ➤ Learn SWOT Analysis in Business Strategy. ➤ Able to take rapid decision in Business sectors and strategic implementation 	
6	Credit Value	4 Credits	Credit=15Hours-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.perperiod)– 60Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Business Policy and Strategy: Introduction, Concept of Business Policy, Strategy and Strategic Management, Need and functions of Business Policy and Strategy; Factors influencing Business Policy and Strategy; Business Policy vs. Strategy: Importance of Strategic Management, Causes for failure of Strategic Management, Role of a Strategist, Strategic Management Process: Overview of Strategic Management Process Levels of Strategy, Strategic Direction Vision and Mission, Business Definition, Company's Vision and Mission; Criteria for Evaluating a Mission Statement Goal, Process and Input, Formulation of the Mission Statement: Drucker's Performance Area, Bennis's Core Problem.		15
II	Strategic Analysis: Definition, Need for Strategic Analysis & Environmental Scanning, External Environment Appraisal using PESTEL(Political Economics Social Technological Environmental and Legal), Competitor Analysis using Porter's 5-Forces model Environmental Threat and Opportunity Profile (ETOP), Value chain Analysis, Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) and SWOT Analysis.		15
III	Strategy Formulation: Introduction, Types of Strategies, Steps in Strategy Formulation, Core Competencies and their Importance in Strategy Formulation, Strategic alternatives at corporate, level, Strategic choice models -Strickland's Grand Strategy Selection Matrix, Model of Grand Strategy Clusters, BCG, GE Nine Cell Matrix, Strategic alternatives at business level: Michael Porter's Generic competitive strategies, Strategy as Simple Rules		15
IV	Strategic Implementation and Control: Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards, Structural Implementation: an overview of Structural Considerations, Behavioral Implementation, Mc Kinsey 7-S Framework Establishing Strategic Control, Balanced Score Card; Strategic evaluation and control: Implementing and Operationalization.		15
Keywords	Strategy, Business policy, Formulation, Implementation, Control.		



PART-C: Learning Resources		
Text Books, Reference Books and Others		
1. Kazmi, Azhar and Adela Kazmi; <i>Strategic Management</i> ; McGraw Hill		
2. J.A. Pearce & R.B. Robinson; <i>Strategic Management Formulation Implementation Control</i> ; McGraw Hill		
3. <i>Business Policy and Strategic Management - L.M. Prasad, Sultan Chand & Sons, New Delhi Books</i>		
4. <i>Business Policy and Strategic - Francis Cherunilum, Himalaya Publishing House, 2010</i>		
5. <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		
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
End Semester Exam (ESE):	Two section - A & B Section A: Q1. Objective - 10x1=10 Marks; Q2. Short answer type - 5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit - 4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)







