# GUJARAT UNIVERSITY SYLLABUS FOR T.Y.B.B.A. SEMESTER VI

**COURSE CODE-310 STRATEGIC MANAGEMENT**

## Introduction:

External factors affects business unit to a great extent. Managers have to make changes in the respective policies to commensurate such changes. It is important to incorporate separate strategies to bring organisaiton in right direction in the context of its strategic intent.

## Objectives:

* To know core concepts of Strategy and Strategic Management and its scope.
* To know various external factors and its effect business policy or business strategy
* To know and execute the process of internal analysis any business unit of Industry.
* To understand various steps of formulation and implementation of various business strategies.

## Total Hours: 40 Number Of Credits: 3 Lectures Per Week: 3

|  |  |
| --- | --- |
| **UNIT** | **WEIGHTAGE** |
| UNIT 1 | 25% |
| UNIT 11 | 25% |
| UNIT 111 | 25% |
| UNIT 1V | 25% |
| TOTAL | 100% |

**UNIT :I INTRODUCTION TO STRATEGIC MANAGEMENT**

* Meaning of strategy, strategic management ( process of S.M)
* Importance of Strategic Management
* Strategic Fit and Intent
* Levels of Strategy and their characteristics
* Vision & Mission
* Vision : Nature ( elements), definition and benefits
* Mission : Definition, characteristics of mission statement
* Difference between vision and mission

## UNIT : II EXTERNAL ENVIRONMENT ANALYSIS

* Concept of Environment
* SWOT
* PESTEL
* 5 Force Model
* Approaches to Environmental Scanning
* Sources used for Environmental Scanning
* Techniques of Environmental Scanning

## UNIT :III INTERNAL ANALYSIS

* Resources, Capabilities, Competencies, Core Competencies
* Competitive Advantage
* Why are resources important
* Value chain( organization and industry)
* Ansoff Model
* BCG Model

## UNIT :IV STRATEGY FORMULATION

* 5 Generic Strategies (cost leadership, differentiation, combined, focus, best cost provider)
* Interrelationship between formulation and implementation
* Integration : Forward and Backward
* Diversification : Horizontal, Conglomerate, Concentric

## TEXTBOOKS :

1. Strategic Management & Business Policy by Azhar Kazmi, 3rd Edition Mc Graw Hill Publication Pvt Ltd.
2. Business Policy & Strategic Management by P. Subba Rao , GTU Edition Himalaya Publication.

## REFERENCE BOOKS:

1. Crafting and Executing Strategy by Thomson, , Gamble, Strickland, & Jain, 18th Edition Tata Mc Grahill Education Pvt. Ltd.
2. Strategic management By: Pierce & Robinson, Tata Mc Grahill Education Pvt. Ltd.
3. Competitive Advantage by Michael Porter, Free Press Publication,USA ,

## TOPICS FOR ASSIGNMENT

1. Vision & Mission Statement of one Indian Company & One Foreign Company
2. SWOT Analysis of any Industry / Company
3. PESTEL Analysis of any Industry / Company
4. Five Force Analysis of any Industry / Company
5. Value Chain Analysis of any Industry / Service / Company
6. BCG Matrix application of any FMCG Company
7. Examples of Cost differentiation TOPICS OF SEMINAR
8. Discussion for implementation of change in Organisaitonal Structure and its implementation with reference to particular company.
9. Discussion of various issues which plays important role in strategy implementation.
10. Techniques of implication and replications of government policy on particular sector industry/ company.