

**Uka Tarsadia University**



**B.B.A.**

**Strategic Management (030030501)**

**5<sup>th</sup> Semester**

**Effective from July-2013**

# Uka Tarsadia University

## Strategic Management (030030501)

### BBA (Sem.-5) Syllabus, effective from July -2013

**Course Objective and Outcomes:** To familiarize students with the deployment management of firms its resources and capabilities within its business environment for realizing its goals.

**Total Hours: 52**

**[4 hrs. per week]**

#### Unit-1 Introduction to Strategic Management

**[Weightage 25%]**

- 1.1. Concept of Strategy, Features of Strategy , Elements of Strategy
- 1.2. Strategy Vs. Tactics- Meaning and Differences
- 1.3. Various types of strategies- Master Strategy, Program, Sub strategies and tactics
- 1.4. Definition of Strategic Management, Elements of Strategic Management
- 1.5. Strategic Intent- Meaning and Concept
- 1.6. Hierarchy of Strategic Intent
  - 1.6.1. Vision - Meaning, basic elements of vision statement,
  - 1.6.2. Missions – Meaning, Features and components
  - 1.6.3. Objectives and Goals- Meaning, Role and Characteristics
- 1.7. Business Definition- Meaning, Product oriented vs market oriented definitions of a business

#### Unit-2 Strategic Management Process

**[Weightage 25%]**

- 2.1. Introduction, Meaning and Concept
- 2.2. Purpose of Strategic Management Process
- 2.3. Steps in Strategic Management Process- Concept and Block Diagram- Vision, Mission and Objectives, External Analysis and Internal Analysis
- 2.4. Strategy Formulation- Corporate Level Strategy Formulation, Business Level Strategy Formulation and Functional Level Strategy Formulation
- 2.5. Strategy Implementation- Organizing, Staffing and Directing
- 2.6. Strategic Control and Assessment- Meaning and Basic Steps

#### Unit-3 Environmental Analysis

**[Weightage 25%]**

- 3.1. Organization's environment, features of environment, External and Internal environment

- 3.2. Features of environment analysis
- 3.3. Components of external environment
- 3.4. Components of Internal Environment
- 3.5. Environmental Scanning- Meaning
- 3.6. Sources of Environmental Scanning
- 3.7. Techniques of Environmental Scanning- SWOT Analysis, ETOP

## **Unit-4 Industry and Competitive Analysis**

**[Weightage 25%]**

- 4.1. Introduction- Industry Analysis
- 4.2. A Framework for Industry analysis- The industrial environment of the firm and Industry Characteristics that could impact a firm's Performance
- 4.3. Michal Porter's Analysis
- 4.4. Usefulness of Industry Analysis- Industry Attractiveness and Competitive Position
- 4.5. Forces Shaping Competition in an Industry
- 4.6. Competitor Analysis

### **Text Book:**

1. Rao, V. S. P. and V. Hari Krishna. Strategic Management: Text and Cases. Delhi: Excel Books, 2003.