

SD COLLEGE HOSHIARPUR
DEPARTMENT OF MANAGEMENT
LECTURE PLAN FOR THE SESSION 2021-22

Class	BBA(SEMESTER- VI)
Subject name and code	BBA 321: BUSINESS POLICY AND STRATEGY
Max. Marks and duration of exam.	100 (Theory:80, Internal Assessment:20) and 3 hours
Duration of lecture	45 minutes per day
No. of lectures delivered per week	6 lectures
Submitted by	Saurabh Thakur, Department of Management

Course Objective: :The course structure gives an insight into the strategic planning process done by organizations. The student is required to learn basics of that how a strategy is formed and finally implemented by organizations.

UNIT-I

Topics	Content	Specific objectives	Methods and Techniques	Resource and links
Strategic Management and Intent	Definition, nature scope and importance of strategy and strategic management. Process of strategic management and levels at which strategy operates. Defining strategic intent: Vision, Mission, Business definition, Goals and Objectives.	The course structure gives an insight into the strategic planning process done by organizations. The student is required to learn basics of that how a strategy is formed and finally implemented by organizations.	Class room teaching with example PowerPoint Presentations Case studies Google class	1. William J Gluek&Jauch G&J, Business Policy & Strategic Management, Tata McGraw Hill 2. Kazmi, Business Policy & Strategic Management, Tata McGraw Hill 3. Thomson & Strickland, Strategic Management: Concept &Cases , Tata McGraw Hill 4. Ghemawat, Strategy &The Business Landscape, Pearson Education Asia

Environmental Appraisal	<p>Concept of environment, components of environment (Economic, legal, social, political and technological). Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS).</p>			<p>INTERNET WEBSITES www.slideshare.in www.scribd.com www.managementparadise.com</p>
Internal Appraisal	<p>The internal environment, organizational capabilities in various functional areas. Methods and techniques used for organizational appraisal (A brief overview of: Value chain analysis, Financial and non financial analysis, historical analysis, Industry standards and benchmarking, Balanced scorecard and key factor rating).</p>			
Corporate Level Strategies	<p>Stability, Expansion, Retrenchment and Combination strategies. Corporate restructuring. Concept of Synergy. Mergers & Acquisitions. Corporate Restructuring.</p>			

Unit -II

Topics	Content	Specific objectives	Methods and Techniques	Resource and links
Business Level Strategies	Porter's framework of competitive strategies. Differentiation and Focus strategies. Concept, importance, Building and use of Core Competence.	The course structure gives an insight into the strategic planning process done by organizations. The student is required to learn basics of that how a strategy is formed and finally implemented by organizations.	Class room teaching with example PowerPoint Presentations Case studies Google class	
Strategic Analysis and Choice	Corporate level analysis (BCG, GE Nine-cell, McKinsey's 7-S Framework). Industry level analysis, Porter's five forces model.			
Strategy Implementation	Resource allocation, Projects and Procedural issues. Organisation structure and systems in strategy implementation. Strategic control and operational Control. Organisational systems and Techniques of strategic evaluation.			

QUESTION BANK

SHORT QUESTIONS

1. What is importance of strategic management?
2. What is ETOP?
3. Define value chain analysis?
4. What are objectives of mergers and acquisitions?
5. Define QUEST analysis.
6. What is meant by balanced scorecard?
7. What is concept of synergy?
8. Explain in detail about restructuring?

LONG QUESTIONS

1. What is Porter five force model?
2. What do you mean by BCG matrix?
3. Explain various retrenchment strategies?
4. Explain in detail about differentiation strategies?
5. Define strategy implementation?
6. What is TOWS?
7. What are components of environment?
8. What is GE Nine cell matrix?