

BBA III Year	BBA- C601		Semester-VI		
	Business Policy And Strategy				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	06	60

OBJECTIVE: To equip students with the necessary inside into designing strategies for an organisation and linking the organisations strategies with the changing environment. The course will focus on Indian cases, approaches and experiences.

- Nature & importance of business policy & strategy: Introduction to the strategic management process and related concepts; Characteristics of corporate, business & functional level strategic management decisions. Company's vision and mission: need for a mission statement, criteria for evaluating a mission statement- Goal, Process & Input formulation of the mission statement- Drucker's Performance Area, Bennis's Core Problem; formulation of mission statement. **(15 Hours)**
- Environmental Analysis & Diagnosis: Analysis of company's external environment Environmental impact on organisations policy and strategy, organisations dependence on the environment, analysis of remote environment, analysis of specific environment- Michael E. Porter's 5 Forces model; Internal analysis: Importance of organisation's capabilities, competitive advantage and core competence, Michael E. Porter's Value Chain Analysis. **(15Hours)**
- Formulation of competitive strategies: Michael E. Porter's generic competitive strategies, implementing competitive strategies- offensive & defensive moves. Formulating Corporate Strategies: Introduction to strategies of growth, stability and renewal, Types of growth strategies – concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures), Types of renewal strategies – retrenchment and turnaround. Strategic fundamentals of merger & acquisitions. **(15 Hours)**
- Strategic Framework: Strategic analysis & choice, Strategic gap analyses, portfolio analyses – BCG, GE, product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix, grand strategy selection matrix; Behavioural considerations affecting choice of strategy; Culture and Strategic Leadership: Implementing & operationalizing strategic choice, Impact of structure, culture & leadership, functional strategies & their link with business level strategies, Balanced Score Card; Introduction to Strategic control & evaluation, Strategic surveillance. **(15 Hours)**

SUGGESTED READINGS:

1. Arthur A., Thompson Jr. & Strickland, A.J.(2000) .*Crafting and executing strategy*. New Delhi:Tata McGraw Hill.
2. Arthur A., Thompson Jr. and Strickland, A.J. (2003).*Strategic Management –Conceptsand Cases*. New Delhi: McGraw-Hill.
3. Johnson, G. & Scholes, K. (2008). *Exploring corporate strategies*. New Delhi.PHI.
4. Jauch, L.R. &Glueck, W.(2006). *Business Policy and Strategic Management*. New Delhi: McGraw Hill.
5. Kachru, U. (2006). *Strategic Management*. New Delhi: Excel books.
6. Pearce, J.A. & Robinson, R.B. (2005).*Strategic Management formulation implementation and control*. New Delhi: Tata McGraw Hill.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.