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| **BBA 501 : Business policy**  |
| **Teaching Scheme** | **Examination Scheme** |
| Lectures: 3 hrs/Week | Class Test -12Marks |
| Tutorials: 1 hr/Week | Teachers Assessment - 6MarksAttendance – 12 Marks |
|  Credits: 4 | End Semester Exam – 70 marks |

# Course Objectives:

# The course focuses on the concept of strategy formulation and implementation by exploringthe functions and nature of general management. The course serves as an opportunity todevelop skills for strategic thinking and analysis, leadership, communication, teamwork, andcross-functional integration.

# Course Outcomes:

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| CO1: | To understanding business policy and strategy  |
| CO2: | Critically analyses the internal and external environments in which businesses operate and assess their significance for strategic planning. |
| CO3: | To examine formulation of Competitive Strategies.  |
| CO4: | Apply understanding for the theories, concepts and tools that support strategic management in organizations. |
| CO5: | Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level. |
| CO6: | Enhanced ability to identify strategic issues and design appropriate courses of action. |

**Course Content –**

**Unit - 1**

Introduction to Business Policy and Strategy:Nature & importance of business policy & strategy; Introduction to the strategic managementprocess and related concepts; Characteristics of corporate, business & functional levelstrategic management decisions; Company’s vision and mission, need for a missionstatement..

**Unit - 2**

Environmental Analysis & Diagnosis:

Analysis of company’s external environment; Michael E. Porter’s 5 Forces model; Internalanalysis, Importance of organization capabilities, competitive advantage and corecompetence; Michael E. Porter’s Value Chain Analysis, Porters Diamond Theory of NationalAdvantage.

**Unit – 3**

Formulation of Competitive Strategies:

Michael E. Porter’s generic competitive strategies, implementing competitive strategiesoffensive& defensive moves; formulating Corporate Strategies-Introduction to strategies ofgrowth, stability and renewal, types of growth strategies – concentrated growth.

**Unit – 4**

Product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures) CAGE distance framework, Types of renewalstrategies – retrenchment and turnaround. Strategic fundamentals of merger & acquisitions.

**Unit – 5**

Strategic Analysis and Choice:

Strategic gap analyses; portfolio analyses – BCG, GE, product market evolution matrix,experience curve, directional policy matrix, life cycle portfolio matrix,

**Unit - 6**

Grand strategy selection matrix; behavioral considerations affecting choice of strategy; impact of structure, culture & leadership on strategy implementation; functional strategies & their link with business level strategies; introduction to strategic control & evaluation.

**Text and Reference Books-**

1. Strickland, A.J. III & Thompson, A.A. Strategic Management: Concepts and Cases. McGraw Hill Education [Ch 1 and 2]
2. Pearce, J.A. & Robinson, R.B. Strategic Management: Formulation Implementation and Control. McGraw Hill Education [Ch 1 and 2]
3. Kazmi, A.Strategic Management and Business Policy. McGraw Hill Education [Ch 1 and 2]
4. Strickland, A.J. III & Thompson, A.A. Strategic Management: Concepts and Cases. McGraw Hill Education [Ch 3]
5. Pearce, J.A. & Robinson, R.B. Strategic Management: Formulation Implementation and Control. McGraw Hill Education [Ch 4 and 6]
6. Kazmi, A.Strategic Management and Business Policy. McGraw Hill Education [ Ch 2 and 3]