

## Semester V

### Paper I

B.B.A.LL.B.: Semester-V BBL 501: BUSINESS POLICY	
Teaching Scheme	Examination Scheme
Lectures: 4hrs/Week	Class Test -12 Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6 Marks
Credits: 5	Attendance – 12 Marks
	End Semester Exam – 70 marks

#### Course Outcomes:

CO1:	To understanding business policy and strategy.
CO2:	Critically analyses the internal and external environments.
CO3:	To examine formulation of Competitive Strategies.
CO4:	Apply understanding for the theories, concepts and tools.
CO5:	Build understanding of the nature and dynamics of strategy.
CO6:	Enhanced ability to identify strategic issues and design.

#### Unit - 1

**Introduction to Business Policy and Strategy:** 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..

#### Unit - 2

**Environmental Analysis & Diagnosis:** Analysis of company's external environment; Michael E. Porter's 5 Forces model; Internal analysis, Importance of organization capabilities, competitive advantage and core competence; Michael E. Porter's Value Chain Analysis, Porters Diamond Theory of National Advantage.

#### Unit - 3

**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.

#### Unit - 4

**Product development:** integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures) CAGE distance framework, Types of renewal strategies – 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.

Local, Concept of Black Hat SEO, Search and Display Advertising, Keyword research, Ad Rank, Quality score of search ads, Payment models and bidding strategies for online advertising.

#### Unit-5

**Google display network:** Display ads Planning and budgeting for ad campaigns Forms of display ads, Measuring ROI of digital investment management, digital sales Cost of customer acquisition, cost of customer retention, Calculating ROA on digital advertising, Online CRM.

#### Unit-6

**Leveraging Social Media:** Concept of social media account, social media page, social media post, Group, Event in Face book, Targeting and bidding Face book Promoting page, Leveraging Contests and Polls on social media (Twitter, LinkedIn) for B2B marketing, Social Media Analytics, Content Marketing, lead generation through social media content, Planning Content Marketing Campaigns.

#### Text and Reference Books-

1. Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
2. The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi, J. (2014) Epic Content Marketing, Mcgraw Hill Education.

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