



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Bachelor of Vocation (B.Voc), 4th Semester

Branch: Sales & Marketing Management

Subject Name: Strategic Management

Subject Code: 1142204

Teaching and Examination Scheme:

Teaching Scheme			Credit C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
3	0	0	3	50	0	0	0	50

L- Lectures; T- Tutorial/Teacher Guided Student Activity; P- Practical; C- Credit;
ESE- End Semester Examination; PA- Progressive Assessment

Contents:

Sr. No.	Practical / Hands on Exercise	Teaching Hrs.	Module % Weightage
1	UNIT-I Strategic Management <ul style="list-style-type: none"> • Strategy: Introduction, Meaning, Definition, Importance, Difference between Strategy and Tactics. • Strategic Management: Definition and Importance, difference between Business Policy and Strategic Management. • Stakeholder in Business: Definition, Classification, Agency Theory • Strategy Intent: Vision, Mission, Business Plan, Goals, Objectives 	12	25
2	UNIT-II <ul style="list-style-type: none"> • Industry/External Analysis: PEST Analysis, Porter's five forces model • Internal Analysis: Resources, Capabilities & Competencies Core competence & Competitive Advantage Value Chain Analysis SWOT Analysis 	10	25
3	UNIT-III Strategy Formulation: <ul style="list-style-type: none"> • Levels of Strategy Formulation • Corporate Level, Business Level • Functional Level. Concept of Restructuring: <ul style="list-style-type: none"> • Merger • Acquisition • Takeover • Strategic Alliances • Joint Ventures 	10	25
4	UNIT-IV Strategy Implementation: <ul style="list-style-type: none"> • BCG Matrix • Corporate Social Responsibility • Balance Scorecard • Corporate Governance- (Definition and pillars) 	10	25
	Total	42	100



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Reference Books:

- (1) Michael Hitt, Robert E. Hoskisson, R. Duane Ireland, S. Manikuttu, Strategic Management: A South-Asian Perspective , Cengage Learning, 2016 / 9th
- (2) Robert Grant, Contemporary Strategic Analysis: Text and Cases, Wiley India Pvt. Ltd. 2015 / 8th3.
- (3) Azhar Kazmi, Adela Kazmi: Strategic Management, McGraw Hill 2020 / 5th

Suggested Specification table with Marks (Theory): (For BVOC only)

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
15	15	10	10	0	0

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)

Course Outcomes:

Sr. No.	CO Statement	Marks % Weightage
CO-1	Helps managers to effectively communicate about company's vision, mission and strategies internally and externally. Understanding Stakeholders and its Roles in Business.	25
CO-2	Develop skills to analyze the internal and external environment of a business, for the purpose of strategizing. To Identify company's Resources, Capabilities and Competencies, and its effect on strategy formulation.	25
CO-3	Understanding various Levels of Strategy and its practical aspect. To study corporate Restructuring	25
CO-4	Develop critical analytical skills using the tools of strategic management. Understand the importance of organizational dynamics in strategic decision making keeping in mind ethics and CSR	25