Programme	GANPAT UNIVERSITY												
Systems Systems Systems Systems Systems Systems Street Systems Syste													
Effective form Academic Year 2023-24 Effective for the Batch admitted in July 2021	Programme Bachelor of Technology							Branch/Spec.	_				
Course Code 2CSBS5104 Course Name Business Strategy Examination Scheme (Marks)			•										
Ready Competence Examination Scheme (Marks)								ž					
Credit Letture (DT) Practical (Lab.) Total CE SEE Total													
Credit 2 0 0 - 2 Theory 40 60 100													
Credit	(Per w												
Hours	C 1:4					1 W	2	T1	40	60	100		
Pre-requisites NIL Course Outcomes On successful completion of the course, the students will be able to: CO1 learn the fundamental concepts of strategic management to analyze business situations and apply these concepts to solve business problems. CO2 understand the fundamental principles of and interrelationships among business functions such as: R&D, production, marketing, finance, HR and information technology CO3 understand the inter-relationships of business to individuals, other organizations, government and society. CO4 analyze complex, unstructured qualitative and quantitative problems, using appropriate tools. Theory Syllabus Unit Content Hrs. Introduction to Strategic Management: Importance of Strategic Management; Vision and Objectives; Schools of thought in Strategic Management; Strategy Content, Process, and Practice; Fit Concept and Configuration Perspective in Strategic Management Internal Environment of Firm- Recognizing a Firm's Intellectual Assets: Core Competence as the Root of Competitive Advantage; Sources of Sustained Competitive Advantage; Business Processes and Capabilities-based Approach to Strategy External Environments of Firm- Competitive Strategy: Five Forces of Industry Attractiveness that Shape Strategy; The concept of Strategic Groups, and Industry Life Cycle; Generic Strategies; Generic Strategies and the Value Chain Corporate Strategy, and Growth Strategies: The Motive for Diversification; Related and Diversification; Strategic Alliances, Joint Ventures, and Mergers & Acquisitions Strategy Implementation: Structure and Systems: The 7S Framework; Strategic Control and Corporate Governance Case study Reference Books Reference Books Reference Books Reference Books Competitive Strategy: The Difference and Why It Matters by Richard Rumelt, Profile Books, Fourth edition, 2011.						-			40	60	100		
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Theory Syllabus		society.											
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1 https://www.coursera.org/learn/strategy-business	ICT/N	100Cs	s Refere	nce									
	1	https	://www.	coursera	.org/learn/s	strategy-	business	3					

2	https://online.hbs.edu/subjects/strategy/
3	https://www.edx.org/course/business-strategy-from-wharton-competitive-advan-2

	Mapping of CO with PO and PSO:														
	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 1 0	P O 1 1	P O 1 2	P S O 1	P S O 2	P S O 3
CO1	1	1	1	1	2	2	1	0	1	1	1	1	0	0	1
CO2	0	1	1	1	2	1	1	1	1	2	1	1	0	0	1
CO3	0	1	1	1	0	1	1	1	2	1	2	1	0	0	1
CO4	1	2	1	2	2	1	1	0	1	1	1	1	0	0	1