

FACULTY OF ENGINEERING & TECHNOLOGY

Programme	Bachelor of Technology					Branch/Spec.	Computer Science and Business Systems		
Semester	V					Version	1.0.0.0		
Effective from Academic Year			2023-24			Effective for the Batch admitted in		July 2021	
Course Code		2CSBS5104	Course Name			Business Strategy			
Teaching Scheme						Examination Scheme (Marks)			
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	2	0	0	-	2	Theory	40	60	100
Hours	2	0	0	-	2	Practical	-	-	-
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.
1	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								06
2	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								05
3	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								06
4	Corporate Strategy, and Growth Strategies: The Motive for Diversification; Related and Unrelated Diversification; Business Portfolio Analysis; Expansion, Integration and Diversification; Strategic Alliances, Joint Ventures, and Mergers & Acquisitions								05
5	Strategy Implementation: Structure and Systems: The 7S Framework; Strategic Control and Corporate Governance								04
6	Case study								04
Practical Content									
NIL									
Text Books									
1	Robert M. Grant (2012). Contemporary Strategic Management, Blackwell, 7th Edition.								
Reference Books									
1	Competitive Strategy by M.E. Porter, 1980								
2	Competitive Advantage by Michael E.Porter, The Free Press, New York, 1985.								
3	Good Strategy Bad Strategy: The Difference and Why It Matters by Richard Rumelt, Profile Books, Fourth edition, 2011.								
ICT/MOOCs Reference									
1	https://www.coursera.org/learn/strategy-business								

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 10	P O 11	P O 12	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