

Course Title	Business Strategy			
Course Code	BBC624			
Course Credit	Lecture	Tutorial	Practical	Total
	4	0	0	4
Course Learning Outcomes				
At the end of the course, students will able to : <ul style="list-style-type: none">● Know and understand the role of strategy in business.● Develop the ability to think strategically and understand the language of business.● Apply strategic frameworks and tools and use them where useful.				
Detailed Syllabus				
Sr. No.	Contents			Hours Allotted
SECTION – I				
1.	Business strategy; An Introduction, Meaning and Importance, Nature and scope, concept of strategy and strategic management, nature of strategic decision, strategic management process, vision- mission and purpose.			10
2.	Environmental analysis; Concept of environment, environmental analysis and appraisal, why environmental scanning and analysis, component of environment, external and industry environmental analysis using PESTEL and Porter's five force model,			10
3.	Internal Analysis: resources-capabilities- competencies- core competence of business, competitive advantage and sustainable competitive advantage. Concept of value chain, SWOT analysis.			10
Total Section - I				30
self study hours -I				23
SECTION – II				
4.	Strategy formulation; Business level strategies- cost leadership, product differentiation, focus market, Corporate level strategies; diversification, joint venture, strategic alliance, mergers & acquisition,			08

5.	Strategy implementation; Operationalizing the strategy, functional strategies and policies, matching structure and strategy, strategic leadership and organization culture.	08
6.	Strategic control; Operational control and strategic control, measurement of performance- balance scorecard, ethics- corporate governance and social responsibility.	08
	self study hours -II	22
	Total Section – II	30
	Total Section I + II	60



SYLLABUS

self study hours I + II	45
Instructional Method and Pedagogy:	
<p>The course will be delivered through audio-video lecture, project work and case discussion followed by CANVAS activities (An online learning management system). The group discussion, role plays, quizzes, think-pair-share, etc. activities will be used to facilitate the learning.</p> <p>Academic Honesty: The University's Code of Behavior on Academic Matters applies to all RKU students. The Code prohibits all forms of academic dishonesty including, but not limited to, cheating, plagiarism, and the use of unauthorized aids. Students violating the Code may be subject to penalties.</p> <p>General Expectations of Class</p> <ul style="list-style-type: none"> • To come to class on time. • To be attentive and engaged in class. • To read and understand all given pre-class readings and any assignment. • To seek help when appropriate. <p>Attendance: 85% Attendance is compulsory to qualify for the End Semester Exam.</p>	
Text Books:	

Title; Strategic Management; Formulation, Implementation and Control
Author; John A Pearce II, Richard B Robinson Jr, Amita Mittal
Edition: Latest
Publication; Tata McGraw Hill Education.

Title; Crafting and Executing Strategy; Concept and Cases
Author; Arthur A Thompson, A J Strickland III, John E Gamble, Arun K Jain
Edition: Latest
Publication: Tata McGraw Hill Education

Reference Books:

Title; Strategic Management; Concept and Cases
Author; Michael Hitt, R Duane Ireland, Robert Hoskisson.
Edition: 6th
Publication; Cengage learning.

Title; Competitive Advantage: Creating and Sustaining Superior Performance
Author; Michael Porter
Edition: 2nd
Free Press.

Additional Resources:

1. Harvard Business Review.
2. SANKALP; Journal of Management and Research.
3. Vikalpa - A Journal for Decision maker.
4. Business Standard/Economics Times/ Financial Times.