



(Shri Ramkrishna Seva Mandal's)
ANAND COMMERCE COLLEGE

An Autonomous College (2025-26 to 2034-35)

(Affiliated to Sardar Patel University)

NAAC ACCREDITED 'A' GRADE (3.04 CGPA)

ISO 9001:2015

Syllabus with effect from the Academic Year 2025-26



Master of Commerce
M.Com Semester – I

Course Code	PC01CCOM01	Title of the Course	Strategic Management-I
Total Credits of the Course	4	Hours per Week	4

Course Objectives	<ul style="list-style-type: none">Identify and recall the concepts of vision, mission, goals, and objectives in strategic management.Describe the process of strategic planning and explain the role of vision and mission in guiding organizational strategy.Utilize internal analysis tools such as SWOT and value chain analysis to assess organizational strengths and weaknesses.Examine external environmental factors through frameworks like Porter's Five Forces to identify opportunities and threats.Develop strategic options by synthesizing internal and external analyses to formulate effective strategies aligned with organizational goals.
--------------------------	---

Course Description		
Unit	Description	Weightage
1.	Strategic Management <ul style="list-style-type: none">Definition of Strategic ManagementNature of Strategic ManagementDimensions of Strategic ManagementNeed for Strategic ManagementBenefits of Strategic ManagementRisks involved in Strategic ManagementProcess of Strategic ManagementLevels of Strategy	20%
2.	Defining Vision, Mission, Goals and Objectives <ul style="list-style-type: none">Business Vision: Defining Vision, Nature of Vision, Characteristics of Vision Statements, Importance of Vision, Advantages of Vision	20%

	<ul style="list-style-type: none"> • Mission : Defining Mission, Importance of Mission Statement, Characteristics of a Mission Statement, Components of a Mission Statement, Formulation of Mission Statement, Evaluating Mission Statements • Concept of Goals and Objectives. 	
3.	Strategic Planning <ul style="list-style-type: none"> • Meaning, • Process, • Approaches to Strategic Planning Internal Analysis <ul style="list-style-type: none"> • Value chain Analysis • Usefulness of value chain Analysis • SWOT Analysis 	20%
4.	External Analysis <ul style="list-style-type: none"> • Concept of Environment • Porter’s Five Force Analysis: The Five Forces, Forces that Shape Competition • Industry Analysis: Framework for Industry Analysis, • Environmental Scanning: Features of Environmental Analysis, Techniques of Environmental Scanning. 	20%
5.	Strategy formulation <ul style="list-style-type: none"> • Aspects of Strategy Formulation • Tools and Techniques strategic analysis: Competitive Advantage ,McKinney’s 7s frame work, Balance Score card, The BCG Matrix 	20%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	Use of PowerPoint presentation, small case lets discussion, real life company examples, group discussion, Seminar presentation
--------------------------------------	--

Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	20%
2.	Internal Continuous Assessment in the form of Practical,Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	End Semester Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to	
1.	Define key concepts in strategic management such as vision, mission, goals, objectives, and strategy.
2.	Explain the process of strategic planning and the importance of aligning vision and mission with organizational strategy.
3.	Apply tools and frameworks for internal and external analysis (e.g., SWOT, Porter’s Five Forces) to evaluate organizational environments.
4.	Analyze the internal capabilities and external factors affecting strategic decisions in real-world business scenarios.
5.	Formulate effective strategies by integrating internal analysis, external analysis, and organizational goals to achieve competitive advantage.

Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)

Sr. No	References
1.	Bhattacharyya, D. K. (2022). Strategic management: Concepts and cases. Pearson Education India.
2.	Cherunilam, F. (2020). Strategic management (2nd ed.). Himalaya Publishing House.
3.	Ghosh, P. K. (2020). Strategic planning and management. Sultan Chand & Sons.
4.	Jauch, L. R., & Gupta, R. (2018). Strategic management and business policy. Tata McGraw-Hill Education.
5.	Kazmi, A. (2021). Strategic management and business policy (4th ed.). McGraw Hill Education India.
6.	Nag, A. (2021). Strategic management: Analysis, implementation, and control. Vikas Publishing House.
7.	Ramaswamy, V. S., & Namakumari, S. (2019). Strategic management: Formulation, implementation, and control (5th ed.). McGraw Hill Education.
8.	Rao, V. S. P., & Krishna, V. H. (2018). Strategic management: Text and cases (2nd ed.). Excel Books.
9.	Srinivasan, R. (2020). Strategic management: The Indian context (5th ed.). PHI Learning Pvt. Ltd.
10.	Subbarao, P. (2017). Business policy and strategic management: Text and cases. Himalaya Publishing House.

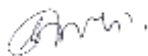
On-Line Resources available that can be used as Reference Material

<https://opentextbc.ca/strategicmanagement/>

IntechOpen, Emeagwali, O. L. (Ed.) (2019). *Strategic Management: a Dynamic View*. IntechOpen. Retrieved from Library of Congress

UGC-MOOCs courses:

[Strategic Management - Course](#)



Chairman
BOS of Management
Anand Commerce College



Academic Coordinator
Anand Commerce College



Principal
Anand Commerce College