



(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 as per NEP 2020 with effect from the Academic Year 2025-2026

Bachelor of Business Administration

BBA (GENERAL) Semester – I

Course Code	UB01IDBBA02	Title of the Course	Fundamental of Strategic Planning and Development
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	<ol style="list-style-type: none"> 1. To introduce the basic concepts, levels, and evolution of strategy and strategic management. 2. To explain the process of strategic planning and the formulation of business strategies including vision, mission, and goals. 3. To develop analytical thinking using tools like SWOT, GAP analysis, Porter's Five Forces, and portfolio models. 4. To understand the practical aspects of strategy implementation, including organizational structure, resource allocation, and control mechanisms. 5. To analyze real-world strategic issues and apply frameworks to guide decision-making
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Course Content		
Unit	Description	Weightage* (%)
1.	Introduction to Strategic Planning <ul style="list-style-type: none"> • Concept of Strategy, Levels of strategy • Evolution of Business Policy as a Discipline • Concept and Characteristics of Strategic Management, • Strategic Management Process • Meaning and Definition of Strategic Plan • Purpose & Benefits 	20%
2.	Strategy Formulation <ul style="list-style-type: none"> • Concept of Strategy Formulation • Stakeholders in Business • Strategic Intent: Concept, Vision, Mission, Objectives and Goals • Environmental appraisal: Meaning, The Company and Its • Environment, Environmental Scanning 	20%

	<ul style="list-style-type: none"> • Types of Strategies • Guidelines for Crafting Successful Business Strategies 	
3.	The Strategic Planning Process, Analysis and Framework <ul style="list-style-type: none"> • Environmental Scanning • Situation Analysis • SWOT Analysis (Corporate portfolio, GAP Analysis, Porter's Five Forces Model of competition, Mc Kinsey's 7s Framework) • Strategy Formulation • Strategy Implementation • Monitoring and Evaluation 	20%
4.	Key Elements of a Strategic Plan <ul style="list-style-type: none"> • Executive Summary: Provide a brief overview of the entire plan. • Situation Analysis • Goals and Objectives • Strategies • Action Plans • Resource Allocation • Monitoring and Evaluation Plan 	20%
5.	Strategic Planning in Practice <ul style="list-style-type: none"> • Different Types of Plans and differences between Strategic plans, Tactical plans, and Operational plans. • Levels of Strategy (Corporate, Business unit, Functional). • Challenges and Considerations • Best Practices: Examples of Successful Strategic Planning Practices. 	20%

Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video
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Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
College External Examination (%)		50 (100%)	25 (100%)

Course Outcomes: Having completed this course, the learner will be able to	
1.	Define and explain the concepts of strategy, strategic management, and the strategic management process.
2.	Formulate strategic intent through clear vision, mission, and objective-setting aligned with stakeholder expectations.
3.	Analyze and address contemporary strategic issues using relevant models and frameworks to recommend practical business strategies.
4.	Apply strategic analysis tools like SWOT, ETOP, Porter's Five Forces, and McKinsey's 7s framework to assess business situations.
5.	Evaluate and implement strategies effectively through appropriate organizational structures, resource planning, and control systems.

Suggested References:	
Sr.No.	References
1.	Memoria, Memoria and Subba Rao, Business Planning and Policy, Himalaya Publishing House
2.	M.Jayarathnam, Strategic Management, Himalaya Publishing House, 2016
3.	Dr. Vijay Pithadiya, Strategic Management and Business Policy, Biztantra, 2015
4.	K. Aswathappa and G.Sudarsana Reddy, Strategic Management, Himalaya Publishing House, 2008
5.	P Subba Rao, Strategic Management, Himalaya Publishing House, 2018
6.	H.R.Appannaiah, P.N.Reddy and H.R.Ramanath, Strategic Management, Himalaya Publishing House, 2007
7.	T.P.Renuka Murty and Mrs.Waseeha Firdode, Strategic Management, Himalaya Publishing House
Digital resources to be used if available as reference material	
1.	https://files.elsa.org/BEE/Toolkit/Strategic_Planning_Handbook.pdf
2.	https://egyankosh.ac.in/bitstream/123456789/56859/3/Unit-12.pdf
3.	https://account.ache.org/eweb/upload/HarrisonCh3-a553427c.pdf
4.	https://files.elsa.org/BEE/Toolkit/Strategic_Planning_Handbook.pdf
5.	https://elevateyouthca.org/wp-content/uploads/2025/01/Presentation_-_Strategic-Planning-FUNdamentals-1_ADA.pdf
6.	https://marketing.wharton.upenn.edu/wp-content/uploads/2016/12/Strategic-Planning.pdf



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