



B. J. VANIJYA MAHAVIDYALAYA
(Autonomous)
(Grant-in-Aid)
(Affiliated to Sardar Patel University)
Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India
Accredited with CGPA of 2.78 on four point scale at B++ Grade by NAAC
Syllabus with effective from December-2024

Master of Commerce (M.Com.)
Semester - II

Course Code PB02CCOM51	Title of the Paper Strategic Business Management-II	Total Credit 04
Course Objectives	<ol style="list-style-type: none">1. To understand the definition, features, scope, importance, and essentials of effective business policy, and to explore the strategic management process, including reasons for its failure and the roles of strategists in its execution.2. To explore the concept, evolution, types, and reasons for mergers and acquisitions, including their benefits, impacts on consumers and workers, reasons for failure, and strategies for successful acquisitions.3. To understand the meaning, benefits, and principles of strategy evaluation and strategic control, including the types of organizational control and the process for effective strategic control.4. To examine the concepts of corporate and business-level strategies, including growth, diversification, stability, and retrenchment, and to understand the nature of strategy implementation, its interrelationship with formulation, and common implementation issues.	

Course Description		
Unit	Description	Weightage
1.	BUSINESS POLICY AND STRATEGIC MANAGEMENT <ul style="list-style-type: none">• Define business policy• Features of business policy• Scope and Importance of business policy• Essentials of effective business policy• Strategic Management process• Reasons for failure of strategic management• Strategists and their role in strategic management	25%
2.	MERGERS AND ACQUISITIONS <ul style="list-style-type: none">• Concept of mergers and acquisitions• Evolution of mergers in India• Types of mergers• Reasons for corporate mergers• Benefits of mergers• Impact of mergers on consumers and workers• Reasons for failure of mergers and acquisitions• Strategies for successful acquisitions	25%



3.	STRATEGIC EVALUATION AND CONTROL <ul style="list-style-type: none"> • Meaning and Definition of strategy evaluation • Benefits of strategy evaluation • Principles of strategy evaluation • Types of organizational control • Meaning and Definition of strategic control • Process of effective strategic control 	25%
4.	CORPORATE AND BUSINESS LEVEL STRATEGY AND STRATEGY IMPLEMENTATION <ul style="list-style-type: none"> • Concept of Corporate Strategy • Growth strategy • Diversification strategy • Nature of stability and Retrenchment strategy • Nature of Business level strategy • Nature of strategy implementation • Interrelationship between formulation and implementation • Issues in strategy implementation 	25%

Teaching-Learning Methodology	Lecture, Group Discussion, Doubt Solving, Power Point Presentation, Case Study, Real Life Company Examples, & Seminar
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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.	External Examination	70%

Students will have to score minimum of 40% to pass the course.

Course Outcomes: Having Completed this course, the students will be able to:	
1.	Discuss the need of strategic management and role of strategists
2.	Grasp the significance of mergers and acquisitions in current period
3.	Understand various levels at which Strategy exist namely Corporate, Business and Functional level
4.	Analyze how firms make entry into global markets and implement and evaluate strategy at an international level

Suggested References:	
Sr. No	References
1.	Sudarshana Reddy, G. (2008). Strategic Management. Himalaya publishing House Pvt. Ltd, New Delhi
2.	Srivastava, R. M. (2006). Management Policy and Strategic Management, Himalaya Publishing House Pvt. Ltd. New Delhi
3.	On-Line Resources available that can be used as Reference Material
4.	UGC-MOOCs courses: Strategic Management