



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 as per the NEP 2020 with effect from June – 2026

Bachelor of Business Administration (B.B.A.) Semester – I

Course Code	UMB1MDFSP02	Title of the Course	Fundamental of Strategic Planning
Total Credits of The Course	04	Hours per week	04

Course Learning Outcomes: Having completed this course, the students will be able to	
CLO 1	Analyse the nature, scope, and importance of business policy to evaluate its role in guiding organizational decision-making and achieving long-term objectives.
CLO 2	Evaluate strategic intent, including vision, mission, and objectives, to assess the effectiveness of strategies at different hierarchical levels within an organization.
CLO 3	Analyse the external business environment using tools such as Porter's Five Forces Model to determine industry competitiveness and strategic positioning.
CLO 4	Evaluate internal strengths and weaknesses using SWOT and value chain analysis to determine sources of competitive advantage and strategic sustainability.

Course Content			
Unit No.	Description	Weightage (%)	CLO(s)
1.	Business Policy • Nature of Business • Nature of Business Policy • Features of Business Policy • Scope of Business Policy • Importance of Business Policy • Purpose of Business Policy • Essentials of An Effective Business Policy • Need of Business Policy	25%	CLO 1
2.	Strategic Intent • Nature & Characteristics of Effective Strategies • Hierarchical Levels of Strategy • Strategic Management Process • Nature of Strategic Intent • Attributes of Strategic Intent • Strategic Intent: Process, Vision, Mission & Objectives	25%	CLO 2



3.	Analysis of External Environment • Nature of Environment • Categories of Business Environment • Objectives of Environmental Appraisal • Process of Environmental Analysis • Factors Affecting Competitive Environment • Porter's 5 Forces Model • Strategies Groups Within Industries	25%	CLO 3
4.	Analysis of Internal Environment • Process of Internal Environment Appraisal • Strengths & Weaknesses- What do they Convey? • Measuring Strengths & Weaknesses • Distinctive Competencies & Competitive Advantage • SWOT Analysis • Value Chain Analysis • Sustaining Competitive Advantage • Generic Building blocks of Competitive Advantage • Avoiding Failure of Strategies	25%	CLO 4

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Lectures, Group Discussions, Quizzes, Assignments, Case Study and Browsing E- Resources.
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Internal and External Examination Evaluation

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

Note:

- ❖ Multiple Choice Questions will be based on Bloom's Taxonomy Level 1 & 2.
- ❖ Class test and written examination questions will be based on various levels of Bloom's Taxonomy.

CLO-PLO Matrix (Course Learning Outcomes-Programme Learning Outcomes)

CLO	PLO										
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	2	1	1	—	2	2	1	—	1
CLO2	3	2	2	1	1	—	2	3	1	1	2
CLO3	2	2	3	1	2	—	3	2	1	2	2
CLO4	2	2	3	1	2	—	3	3	1	2	2

(Scale: 3: Strong, 2: Moderate, 1: Low, ---: No Correlation)

Suggested Learning Material Books:

Sr. No.	Title	Author(s)	Year / Edition	Publisher
1	Business Planning and Policy	C. B. Mamoria, Satish Mamoria & P. Subba Rao	2022 2nd Edition	Himalaya Publishing House
2	Strategic Management and Business Policy	V. Pithadiya	2015 1st Edition	Biztantra
3	Strategic Management	M. Jeyarathnam	2019 6th Revised Edition	Himalaya Publishing House
4	Strategic Management	K. Aswathappa & G. S. Reddy	2008	Himalaya Publishing House
5	Strategic Management	P. Subba Rao	2018 1st Edition	Himalaya Publishing House
6	Strategic Management	H. R. Appannaiah, P. N. Reddy & H. R. Ramanath	2007	Himalaya Publishing House
7	Strategic Management	T. P. R. Murty & W. Firdose	---	Himalaya Publishing House

Online Resources (Open Sources)

Sr. No.	Description of Resource	Web Link
1	SWAYAM – Government of India online learning platform offering MOOCs across various disciplines, including Management and Commerce	https://swayam.gov.in
2	NPTEL – Online courses in Management, Engineering, Humanities, and Sciences offered by IITs and IISc	https://nptel.ac.in
3	INFLIBNET e-PG Pathshala – E-learning platform providing postgraduate study materials and e-content developed by UGC	https://epgp.inflibnet.ac.in
4	INFLIBNET e-Books – Digital repository of e-books and learning resources for higher education	https://ebooks.inflibnet.ac.in
5	Ministry of Education, Government of India – Official portal for education policies, initiatives, and higher education resources	https://www.education.gov.in