



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-3 (BBA)

Subject: Strategic Business Analysis – BBAXX13311

Type of course: Major (Core)

Prerequisite:

Students must have basic understanding of business concepts and principles, preferably completion of introductory courses in management or business administration.

Rationale:

The course aims to equip students with essential skills in analyzing, formulating, and implementing strategic plans, fostering their ability to make informed business decisions in dynamic environments.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P		C	SEE	CCE	
			MSE			ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr.No	Course content	Hrs	% Weightage
1	Introduction to Strategic Business Analysis <ul style="list-style-type: none"> • Understanding the concept of strategic business analysis • Importance of strategic analysis in business decision-making • Tools and techniques for strategic analysis • Case studies and examples 	15	25 %
2	Environmental Analysis and SWOT Analysis <ul style="list-style-type: none"> • External environmental analysis: PESTEL framework • Internal environmental analysis: Resource-based view (RBV) • SWOT analysis and its application • Industry analysis using Porter's Five Forces framework 	15	25%
3	Strategic Planning and Formulation <ul style="list-style-type: none"> • Strategic planning process: Vision, mission, and goals • Strategic formulation techniques: BCG Matrix, GE-McKinsey Matrix • Strategy development models: Ansoff Matrix, Bowman's Strategy Clock • Strategy evaluation and selection criteria 	15	25 %
4	Implementation and Control <ul style="list-style-type: none"> • Strategy implementation: Organizational structure and culture alignment • Resource allocation and deployment • Performance measurement and control systems • Strategic change management and adaptation 	15	25%



Continuous Assessment:

Sr.No	Active Learning Activities	Marks
1	Business Plan Creation: Students will analyze existing business mission, goals, strategies, outline marketing, sales, operational plans and an executive summary and upload the PDF on GMIU Web Portal.	10
2	SWOT Analysis: Students will select a company of their choice and analyze its strengths, weaknesses, opportunities, and threats and prepare a presentation and upload the PPT on GMIU Web Portal.	10
3	Poster Making: Students will select one company of their choice and prepare poster on various levels of strategies of the selected company and upload the poster in PDF format on GMIU Web Portal.	10
4	Industry Analysis: Students will select three industries of their choice and identify required resources for the selected industries and upload the PDF on GMIU Web Portal.	10
5	Business Strategy Preparation: Students will select a hypothetical business and prepare various functional level strategies of the selected business and upload the PDF on GMIU Web Portal.	10
6	Case Study Analysis: Students will be provided a case study of integrated marketing campaigns. Students have to analyze the case and upload the solution on GMIU Web Portal.	10
7	Attendance	10
Total		70



Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	35%	35%	20%	10%	0%	0%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the fundamental concepts and importance of strategic business analysis in making informed business decisions.
CO2	Develop skills in analyzing the external and internal business environment and conducting a comprehensive SWOT analysis to identify strategic opportunities and threats.
CO3	Formulate strategic plans using various strategic planning models and evaluate strategies for their suitability and effectiveness.
CO4	Gain the skills necessary to effectively implement and control strategic plans, ensuring alignment with organizational objectives and managing strategic change processes.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] David, F. R., & David, F. R. (2019). Strategic Management: Concepts and Cases. Pearson India.
- [2] Srivastava, S. C. (2018). Strategic Management: Concepts and Cases. McGraw-Hill Education.
- [3] Johnson, G., Whittington, R., & Scholes, K. (2019). Exploring Corporate Strategy. Pearson.
- [4] Crossan, M. M., Rouse, M. J., & Fry, J. N. (2016). Strategic Analysis and Action. Pearson.

