

SYLLABUS
BA IN FASHION MARKETING AND PROMOTION
SEMESTER – IV

BUSINESS STRATEGY

Sub. Code: BFMP 404

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Strategic Planning

Introduction to Business; Introduction to Strategic Management; Difference between Policy, Strategy and Tactic; Long Range Planning and Strategic Planning; Characteristics Of Strategic Decisions; Levels of Strategy; Characteristics of Strategic Decisions at 3 Level; Role of Strategic Management; Objective, Mission and Vision: Concept, Comparative Analysis and Understanding; Strategic Intent; Approaches to Strategy; Planning Process; Strategic Planning Process; Strategic Planning in the Next Millennium.

Unit 2: Strategy Formulation

Environmental Analysis; Pestle Analysis; Porter's 5 Force Analysis; Understanding Business; Competitor Analysis; Boston Matrix; the International Dimensions of Strategy; Core Competence; Benchmarking; Mc Kinsey's 7S Framework; SWOT Analysis and Value Chain

Unit 3: Strategy Implementation

Introduction to Strategy Implementation; Structural Implementation; Functional Implementation Behavioral Implementation; Resource Mobilization and Allocation.

Unit 4: Strategic Evaluation and Control

Concept of Strategic Evaluation and Control; Control Process; Techniques of Strategic Evaluation and Control.

Suggested Readings:

1. Business Strategy: an Introduction, David Campbell, George Stonehouse, Bill Houston, Butterworth-Heinemann.
2. Dynamic Business Strategy: The Art of Planning for Success, Theodore A. Smith, Tata McGraw-Hill.
3. Strategy: Create and Implement: The Best Strategy for Your Business, By Harvard Business School, Harvard Business Press.