



பாரதியார் பல்கலைக்கழகம்
BHARATHIAR UNIVERSITY
COIMBATORE – 641 046, TAMILNADU, INDIA

SUTHANTHIRA THIRUNAL AMUDHA PERUVIZHA
TAMIL NADU



State University | Re-Accredited with "A" Grade by NAAC | Ranked 14th among Indian Universities by MOE-NIRF

Ref. No.BU/S4/UG Management Syl-Changes/2023

Date: 13-03-2023

From
REGISTRAR

To
1. The Principals of
all Colleges affiliated to Bharathiar University,
2. The Controller of Examinations i/c. BU

Sir/Madam,

Sub: Make changes in B.B.A. Syllabus 2020-2021 and 2021-2022 onwards -
uploaded in University website- informing of – reg.

Ref: Vice – Chancellor's Convenor Committee Note Order dated: 20.02.2023.

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With reference to the above, I am by direction to inform you that the request of Chairperson, BoS in Management (UG) 2020-2021-2021-2022 has been accepted and approved with the following changes and is sent herewith.

1. In the Scheme of Examinations, the subject titled "Entrepreneurship and Project Management" is wrongly spelt and be corrected as "ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT".
2. In BBA (CA) and BBA (RM) syllabus, the elective subject STRATEGIC MANAGEMENT syllabus have to be included for the academic year 2020-2021 and 2021-2022 onwards.
3. In 2021-2022, the description for the award of institutional training marks have to be changed (Internal 25 and External 25) as per the scheme of examinations.

Further, I am to request that, the above may please be brought to the notice of the staff members and students respectively

of your college.

Kindly acknowledge the receipt of the same.



Yours faithfully,

R. Rajeswarar
REGISTRAR i/c

- Copy to: 1. Dr.M.Vijayachitra, Ex-Officio BoS UG (Management)
Asst. Prof & Head, Dept. of BBA, Chikkanna Govt. Arts College, Tiruppur – 641 602.
2. A & B section of the Registrar's Office..
3. The Webmaster, BU – with a request to upload in the University Website

Course code	STRATEGIC MANAGEMENT For BBA (CA)/BBA (RM)		L	T	P	C
Elective – II (A)			5	-	-	4
Pre - requisite	Principles of Management		Syllabus Revision		First	
The main objectives of this course are: The students will learn the basics of Strategic Management process and implementation						
Course Objectives:						
Expected Course Outcomes:						
1	Introduction to Strategic Management process					K1
2	Understand Corporate Mission and SWOT Analysis					K2
3	Understand types of Strategies					K2
4	Outline Strategy Implementation					K2
5	Introduce Strategy Evaluation and Control					K1
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;						
Unit:1	Introduction to Strategic Management				12 Hours	
Strategic Management: Concepts- Difference between strategy and tactics-Three levels of strategy, Strategic Management Process- Benefits, TQM and strategic management process, Social responsibility, Social audit.						
Unit:2	Corporate Mission and SWOT Analysis				12 Hours	
Strategic Formulation: Corporate Mission: Need –Formulation, Objectives: Classification-Guidelines, Goals: Features- Types, Environmental Scanning- Need Approaches- SWOT analysis-ETOP-Value chain analysis.						
Unit:3	Types of Strategies				11 Hours	
Choice of strategy: BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies.						
Unit:4	Strategy Implementation				12 Hours	
Strategic Implementation: Role of top management-Process- Approaches, Resource allocation-Factors -Approaches, Mckinsey's 7's framework, Strategic Positioning- Four routes to competitive advantage						
Unit:5	Strategy Evaluation and Control				11 Hours	
Strategic Evaluation: Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems.						
Unit 6:	Contemporary Issues				2 Hours	
Expert lectures, online seminars – webinars						
Total Lecture Hours: 60 Hours						

Reference Books;	
1.	Strategic Management- Francis Cherunillam-Himalaya Publishing House.
2.	Strategic Planning and Management- P.K.Ghosh-Sultan Chand & Sons, 2000.
	Strategic Planning-Formulation of corporate strategy,-V.S.Ramaswamy&S.Namakumai, Macmillan Business Books, 2001.
Online Content	
	https://onlinecourses.swayam2.ac.in/imb19_mg08/preview

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	S	S	M	M	S	S	S	M
CO3	S	M	S	M	S	S	M	S	M	S
CO3	M	S	S	S	S	M	S	S	S	S
CO4	S	S	M	S	M	S	S	M	S	M
CO5	M	S	S	S	S	M	S	S	S	S

*S-Strong; M-Medium; L-Low

INSTITUTIONAL TRAINING *

Curricular note on Skill enhancing core paper with Internal and External evaluation for 50 marks (2 Credits) for ALL streams of BBA.

Aims:The purpose of this skill enhancing (Training) core paper is to bridge the theoretical fundamentals with that of actual practice and to inculcate a spirit of inquiry & research rigor to investigate the nuances that go into the working of industry at large. Apart from adapting as team-worker, students are expected to gather, filter the required information and report the dynamics of the chosen industry in a standardized format.

Process:Colleges may institute MoU/ collaborative initiative with firms in their locality to get the consent and to make the training more purposeful. Every student, individually or in a group not exceeding three, shall undergo a four-week [a minimum of twenty working days] training in any organization [size, type and location to be specified by the respective college] of his/her choice during the vacation between fourth and fifth semester. In case of insufficient vacation, college level adjustments can be made to facilitate the students on training.

Prior permission may be obtained from the organization in advance by the students concerned and information shall be passed onto the colleges thus enabling the training supervision by the concerned faculties authorized by the college.

Weekly postal or electronic reporting should be obtained to ensure coherent and comprehensive training during the training period. A final report [Institutional Training Record – ITR] containing the introduction of the industry, the profile of the company and a valid conclusion indicating the benefits of the training shall be given not exceeding 30 [A4] pages [in a spiral- bound form/pre-printed record designed for this purpose].

Reporting Proforma:the profile of the company may include the organization-chart, people involved in key-positions, year of establishment and growth pattern (for at least five years), the products dealt and market to which it caters to, sales turn-over, market share [for last three years], competitors' details, number of employees and their brief profile, share capital &

Share holding pattern, market capitalization (in case of listed public company), group companies, if any, awards & recognitions (if any received), litigations, if any involved and so on.

Outcome:Internal evaluation by the concerned training supervisor along with HOD shall be made during the beginning of fifth semester for a max of 25 marks and report the same to the university. Metrics to be evaluated and its weightage are:

- Compliance of the procedure (permission seeking, informing in advance, weekly reporting and ITR submission) **10 marks**
- Structure and neatness of ITR **15 marks**

Evaluation Method:

There shall be a university-approved comprehensive viva-voce examination at the end of fifth semester.

Students shall maintain a [Institutional Training Record – ITR] individually for the purpose of the oral examinations.

ITR shall also be evaluated jointly internal with an external examiner during the viva-voce examination.

The total mark of 25 for the skill enhancing core subjects shall be divided between internal and external evaluations and it is 10 and 15 marks respectively.