



SARDAR VALLABHBHAI PATEL EDUCATION SOCIETY'S
R. N. G. PATEL INSTITUTE OF TECHNOLOGY - RNGPIT

An Autonomous Institute u/s UGC Act 1956

Approved by AICTE & affiliated to Gujarat Technological University

Bardoli - Navsari Road, At: Isroli (tarpore), Po: Afwa, Tal: Bardoli, Dist: Surat, Pin - 394620
Phone: 95129 00457, 95129 00458 • Email: Info@rngpit.ac.in • Website: www.rngpit.ac.in

Program Name: MBA
Level: Post Graduation
Branch: Logistics & Supply Chain Management
Course / Subject Code: 1MB1303
Course / Subject Name: Strategic Management

w. e. f. Academic Year:	2025-26
Semester:	III
Category of the Course:	Core Course (CC)

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Understand the fundamentals of strategic management and its role in business decision-making.	U
02	Analyze competitive strategies and business models for sustainable competitive advantage.	A
03	Evaluate corporate strategies in the context of globalization, innovation, and supply chain management.	E
04	Apply strategic management tools and frameworks to real-world business scenarios.	A

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)				Total Credits L+T+ (PR/2)+(SL/2)					Total Marks
L	T	PR	TW/S L		Tutorial / Practical				
					SEE (TH)	IAT	CCE	SEE (P)	
3	1	0	0	4	70	30	50	00	150

SEE: Semester End Examination

IAT: Internal Assessment Test



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CCE: Continuous and Comprehensive Evaluation

TW/SL : Term Work and Self Learning

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	<p>Introduction to Strategic Management</p> <ul style="list-style-type: none"> • Concept and Scope of Strategy • Levels of Strategy: Corporate, Business, and Functional • Vision, Mission, and Objectives of an Organization • Strategic Planning Process • External and Internal Environment Analysis (PESTEL & SWOT) • Strategic Leadership and Decision Making 	12	25%
2.	<p>Competitive Strategies and Business Models</p> <ul style="list-style-type: none"> • Competitive Advantage: Cost Leadership, Differentiation, and Focus Strategies • Business Models and Innovation Strategies • Value Chain Analysis and Strategic Positioning • Industry Analysis – Porter’s Five Forces Model • Strategic Alliances and Joint Ventures • Case Studies on Competitive Strategies 	12	25%
3.	<p>Corporate Strategy and Global Business</p> <ul style="list-style-type: none"> • Corporate-Level Strategies: Growth, Stability, and Retrenchment • Diversification Strategies: Horizontal, Vertical, and Conglomerate • Mergers, Acquisitions, and Strategic Restructuring • Globalization and International Business Strategies • Strategic Challenges in Supply Chain and Logistics Management 	12	25%



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	<ul style="list-style-type: none"> Sustainability and Corporate Social Responsibility (CSR) in Strategy 		
4.	<p>Strategic Implementation and Control</p> <ul style="list-style-type: none"> Strategy Execution and Organizational Structure Change Management and Leadership in Strategy Implementation Balanced Scorecard and Performance Measurement Risk Management and Crisis Handling in Strategy Strategic Control and Evaluation Techniques Case Studies on Successful and Failed Strategy Implementations 	12	25%
5.	Students will be engaged in practical activities such as case study analysis, SWOT and PESTEL Analysis for a Selected Industry, Competitive Strategy Analysis of a Leading Logistics Firm, Business Model Analysis of an E-Commerce or Supply Chain Company Corporate Strategy Evaluation of a Multinational Corporation, Strategic Implementation Plan for a New Market Entry	12	30 Marks
Total		60	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

Evaluation:

Students shall be evaluated on the following components:

A	Continuous and Comprehensive Evaluation	(Internal Assessment – 50 Marks)
	Practical activities suggested in Module V	30 Marks
	Class Presence & Participation	10 Marks
	Quiz	10 Marks
B	Internal Assessment Test	(Internal Assessment-30 Marks)



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C

Semester End Examination

(External Assessment-70 Marks)

References/Suggested Learning Resources:

Books:

1. David, F. R., & David, F. R. (2020). *Strategic Management: A Competitive Advantage Approach, Concepts and Cases* (17th ed.). Pearson.
2. Hill, C. W. L., Jones, G. R., & Schilling, M. A. (2019). *Strategic Management: Theory: An Integrated Approach* (13th ed.). Cengage Learning.
3. Johnson, G., Scholes, K., & Whittington, R. (2017). *Exploring Corporate Strategy: Text and Cases* (10th ed.). Pearson Education.
4. Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2018). *Strategic Management and Business Policy: Globalization, Innovation, and Sustainability* (15th ed.). Pearson.
5. Grant, R. M. (2021). *Contemporary Strategy Analysis: Text and Cases Edition* (11th ed.). Wiley.
6. Porter, M. E. (1998). *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. Free Press.
7. Barney, J. B., & Hesterly, W. S. (2019). *Strategic Management and Competitive Advantage: Concepts and Cases* (6th ed.). Pearson.
8. Mintzberg, H., Ahlstrand, B. W., & Lampel, J. (2005). *Strategy Safari: A Guided Tour Through the Wilds of Strategic Management*. Free Press.

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