



SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

Bachelor's Degree		First Year		Second Year		Third Year		Master's Degree		First Year		Second Year	
Semester (Tick the relevant semester) ✓		I	II	III	IV	V	VI	Semester (Tick the relevant semester) ✓		I	II	III	IV
Programme	Programme Code							Programme	Programme Code				
BCOM (Management Accounting)						✓		MCOM					
BA								MA Economics					
BCOM Honours								MA English					
BA Honours								MA Psychology					
Name of the Department		Accountancy and Costing											
Name of the faculty/s preparing syllabus		CMA Monica Parikh											
Name of the faculty/s reviewing syllabus		Dr. Tessy Thadathil											
Title of the Subject		Strategic Management (E3)-1											
Paper Number (In case of Specialization)		7											
Subject Code:		50707C19											

Number of Credits:		4		
Date of BOS when subject was approved				
% of Syllabus Revision (Tick the relevant %) ✓		100 % ✓	50 % to 99 %	Less than 50 %
Date of Implementation of Revised/Changed Syllabus		2022-23		
Objectives of the Course:		1. To understand and analyse the organisational ecosystem to diagnose the opportunities and challenges to create value. 2. To make strategic choices and integrate them into a coherent strategy. 3. To deploy strategic control systems to create and communicate action plans and allocate resources to implement strategy		
Gist of this course in maximum 3 to 4 lines		Will focus on organisational ecosystem to diagnose the opportunities and challenges to create value, to search for, develop and evaluate strategic options learn to create a digital strategy that enables the digital transformation of the organisation		
Detailed syllabus				
Unit	Contents of the syllabus			Number of Lectures
1.	The strategy processes 1.1 Different definitions of strategy 1.2. Essential features and characteristics of strategy 1.3 Intended and emergent strategy 1.4 Corporate, business and functional strategies			16
2.	Analysing the organizational ecosystem 2.1 SWOT analysis, PESTEL analysis, Competitor analysis, Customer analysis Wider ecosystems, Industry ecosystem 2.2 Drivers of change in the ecosystem. 2.3 Impact of the ecosystem on organisational strategy			12
3.	Generating Strategic Options - 1 3.1 Roles and responsibility of leaders of organisations for strategy			12

	3.2 Definition of purpose, vision and values of organisations 3.3 Linkage between purpose, vision and values to each other and to strategy	
4.	Generating Strategic Options – 2 4.1 Use various frameworks to generate options 4.2 Product/market matrix 4.3 Generic strategies 4.4 Trend analysis 4.5 System modeling 4.6 Scenario planning 4.7 Tangible and intangible value drivers and data to measure them 4.8 Game theory perspectives 4.9 Real option perspectives	10
	Total Number of Lectures	54
<p>Relevance to the local/ national /regional/global developmental needs with learning objectives including program outcomes, program specific outcomes and course outcomes of all programs offered by the Institution: (Mention relevant topics below and highlight it in syllabus above in maroon color)</p> <p>Program Specific Outcomes</p> <p>PSO: Apply management and cost accounting skills for decision making in a dynamic business environment.</p> <p>PSO: Demonstrate critical thinking and problem-solving skills within the prevalent corporate governance framework</p> <p>Learning Outcomes:</p> <ul style="list-style-type: none"> Analyse the elements of the ecosystem and discuss drivers of change in the ecosystem. Discuss the impact of the ecosystem on organisational strategy. <p>Topics that focuses on Employability, Entrepreneurship and Skill Development. (Mention relevant topics below and highlight it in syllabus above in blue color)</p> <ul style="list-style-type: none"> Employability, unit 1,2,3,4 		

Topics that integrates Cross cutting issues relevant to Gender, Environment and Sustainability, Human Values and Professional Ethics into the Curriculum: (Mention relevant topics below and highlight it in syllabus above in green color)

Environment and Sustainability, Human Values and Professional Ethics -unit 2,3

Course Learning Outcomes:

On successful completion of the module students will be able to:

CO1: Explain the purpose of strategy and discuss the types and levels of strategy along with outlining the strategy process

CO2: Analyse the elements of the ecosystem and discuss drivers of change in the ecosystem and discuss the impact of the ecosystem on organisational strategy.

CO3: Discuss the context of generating options and how to generate and develop options.

CO4: Devise a digital strategy that enables the digital transformation of the organisation

CO5: Develop employability and technology skills

Projects as part of continuous assessment:

Topic: case-based evaluation

Objectives: Application of knowledge and skills to real life scenarios

Learning Outcomes:

Internship for Students if any:

Suggested Reference Books:

1. Strategic Management (Study Text) Published by Kaplan
- 2 Strategic Management (Exam Kit) Published by Kaplan
3. Strategic Management (Study Text) published by BPP
4. Strategic Management (Exam Kit) Published by Kaplan
5. Strategic Management - planning for domestic and global competition - John A Pearce, Richard B Robinson - Himalaya Publications

Signatures of Board of Studies Members:

Designations	Names of BOS members	Signatures
Chairman	Dr Tessy Thadathil Head Dept. Costing	
University Nominee	CA Shilpa Bhide	
Member, Academic Council	Dr V K Sawant	
Member, Academic Council	Dr Prasanna Kulkarni	
Industry Expert	Mr. Puratan Bharati	
Alumni Representative	Mr. Shreyas Bagmar	
Department Head	CA Umesh Kulkarni Head Dept Accountancy	
Department Teacher	Dr Yogini Chiplunkar	
Department Teacher	Dr Santosh Marwadikumbhar	
Department Teacher	Dr Nilesh Waghmare	
Department Teacher	Dr. Sharayu Bhakare	
Department Teacher	Mrs. Sarika Wagh	

Department Teacher	CMA Monica Parikh	
Department Teacher	Mr. Shekhar Paranjape	
Department Teacher	Ms. Aishwarya Kalyanshetti	
Department Teacher	Ms. Poorti Gangal	