



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

COURSE TITLE	Enterprise and Strategy	
Paper Number (In case of Specialization)	VIII	
Course Learning Outcomes:		
On successful completion of the module students will be able to:		
Point 1 . Analyze and evaluate critically real-life company situations and develop creative solutions, using a strategic management perspective.		
Point 2 . To enable students to know and develop strategies for business to remain competitive		
Detailed syllabus		
Unit	CONTENTS OF THE COURSE	No. of Lectures
1.	<u>Title of the topic</u> : Title of the topic :Understanding Environment for scaling 1.1 The present start up eco system in India and globally 1.2 Ease of doing business index 1.3 Institution support and schemes for new ventures 1.4 Partnerships for scaling (Internal and External) 1.4.1 Partners/team 1.4.2 Franchising 1.4.3 Go to Market partnership	10
2.	<u>Title of the topic</u> : 2. Title of the topic : Managing growth and scale 2.1 Strategic management process 2.2 Environment and Organizational Appraisal 2.3 Strategic Business Unit and levels of strategy	14
3.	<u>Title of the topic:</u> Strategy Formulation 3.1 Industry life Cycle analysis 3.2 Corporate level strategies- 3.2.1 Expansion and Stability	15

	3.2.2 Integration and Diversification 3.2.3 Internationalization, Co-operative and Digitalization 3.3 Business Level Strategies 3.3.1 Cost leadership, Differentiation, Focus business strategy, 3.4. Introduction to functional Level Strategies-Marketing, Financial, HRM, Product, Research and Development	
4.	<u>Title of the topic</u> : Strategy Analysis and Implementation 4.1 Process of Strategic Choice 4.2 Strategic Analysis 4.2.1 Mckinsey 7s 4.2.2 Porters five forces model 4.2.3 BCG Matrix 3.3 Nature of Strategy implementation and barriers to strategy implementation	15
	Total Number of Lectures	54
Projects / Field work as part of continuous assessment: Topic: Understanding the strategies adopted by the companies in the pandemic Objectives: To explore the actions taken by the companies to survive and succeed Learning Outcomes: Students will learn to formulate appropriate strategies in volatile situation		
Internship for Students if any: Shadowing with a startup		
Suggested Reference Books: 1. .Strategic Management by Kazmi 2..Entrepreneur Development New Venture Creation Satish Taneja and S.L Gupta Galgotia Publication 3..Entrepreneurship Management;Dr.Aruna Kaulgad; Thomson Publication 4..Essentials of Entrepreneurship and small business Managemnt; Thomas Zimmerer and Norman S;Pearson Publication 5. Websites of corporates		