
Programme: Bachelor of Business Administration

Semester VI

BBA 601-18

STRATEGY MANAGEMENT

Objective: The objective is to develop an understanding of corporate strategy formulation, implementation and its evaluation. The aim is to develop an understanding of how organizational strategies are formulated and implemented in a changing global environment.

Course Outcomes (COs)

Sr. No.	At the end of the course, the student will be able to:
CO1	Gain familiarity with the basics of strategy planning
CO2	Understand the complete process of strategic management- planning, Implementation and control
CO3	Comprehend various models of strategic choice
CO4	Identify and understand different types of strategy and its applicability in corporate world

(Source: IKGPTU Syllabus for Bachelor of Business Administration (Affiliated Colleges), 2021.
<https://ptu.ac.in/wp-content/uploads/2023/02/BBA-upto-6th-Sem.-batch-2022-onwards.pdf>)