

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

Bachelor of Business Administration (BBA)

Scheme and Syllabus (w.e.f. AS 2021-22)

Course Code: BBA 302

Course Name: Business Policy and Strategy

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Credits – 3

Objective: The course aims to acquaint the students with the nature, scope and dimensions of Business Policy and Strategy Management Process.

Course Outcomes:

CO1: Describe the concept of Business Policy, its evolution and strategic management.

CO2: Perform the SWOT analysis

CO3: Develop skills to formulate various strategies in different Business portfolio models.

CO4: Discover the issues in Strategy Implementation.

CO-PO Mapping

BBA 302 – Project Management

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	3	3	3